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BROADCASTING

combined with

Broadcast Advertising

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WASHINGTON, D. C.
JUNE 1, 1935

Canada and Foreign $4.00 the Year

$3.00 the Year
15c the Copy

THE JOHN CRERAR LIBRARY

LOCAL LESSON

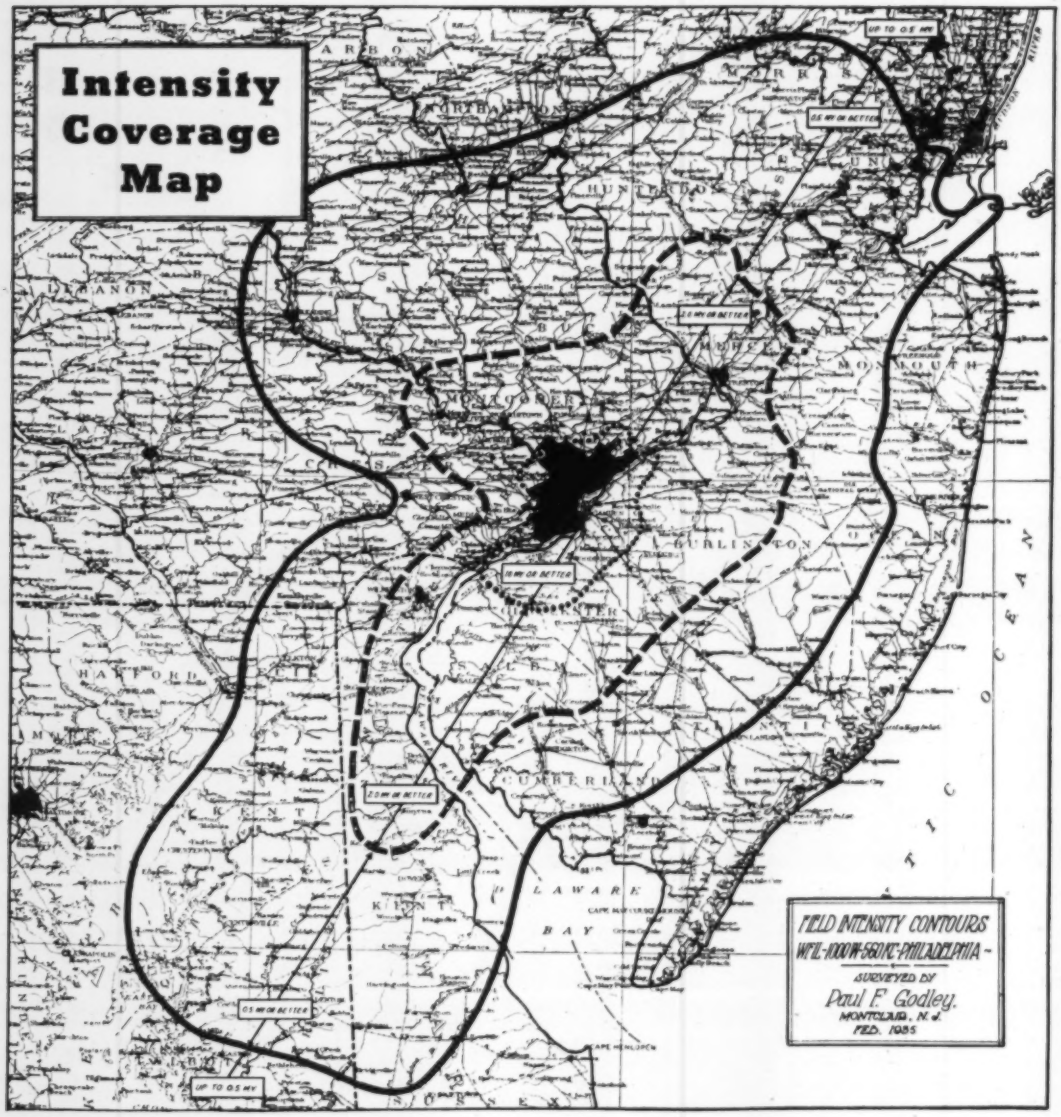
The greater WOR is a local station in New York and Philadelphia (a 7-billion-dollar market). National advertisers are beginning to learn the lesson WOR teaches: "Supplement your national broadcast with a follow-up on the local station that commands a constant audience." It must be a good lesson—our business for the first four months of this year is 30% ahead of last year.

WOR

BAMBERGER BROADCASTING SERVICE, INC.
NEWARK, NEW JERSEY

NEW YORK OFFICE: 1440 Broadway · · · CHICAGO: Wm. G. Rambeau Company, Tribune Tower

BOSTON: James F. Fay, Statler Building · SAN FRANCISCO: Wm. G. Rambeau Company, Russ Building



News in the Philadelphia Trading Area

★

Over 5 Million Circulation
4 Editions Daily

WFIL offers the latest News Dispatches supplied direct to our News Bureau by the International News and Universal Service over special wire facilities. Listeners follow the news. Buy the news for quick results. Write for rates and schedules.

560 Kilocycles · · 1000 Watts

WFILadelphia

Represented Nationally by Edward Petry & Co.

Only Philadelphia outlet for N·B·C· basic Blue Network

Flash

This is NEWS!

WORLD'S FAIR SAN DIEGO 1935

"SOUTHERN CALIFORNIA crowded with MILLIONS OF PEOPLE" ... "WORLD'S 4TH LARGEST MARKET JUMPS INTO LEADERSHIP OVERNIGHT"

SOUTHERN CALIFORNIA
11 Counties . . . State's Richest Market
54% of the entire population of the state
69% of all Radio Families in the state
53% of all Retail Sales (1933) in the state
Cover this area and you have reached the richest market in the West.

SUMMER BROADCASTS A SURE WINNER!

Representatives
RADIO SALES Inc.
485 Madison Ave., New York
Wrigley Bldg., Chicago
Fisher Bldg., Detroit

DON LEE SOUTHERN CALIFORNIA STATIONS

BLANKET 94% of all the radio homes in Southern California.

3 MAJOR CONCENTRATED MARKETS

- Los Angeles . . . . . KHJ } Surveys show each station
- San Diego . . . . . KGB } 1st in popularity in this
- Santa Barbara . . . . KDB } intensive listening area.

{If desired these three stations can be bought as a network . . .}

Reach this huge summer audience with this blanket coverage.

DON LEE BROADCASTING SYSTEM

Affiliated with COLUMBIA BROADCASTING SYSTEM
C. Ellsworth Wylie, General Sales Mgr., Los Angeles
San Francisco Office, 1000 Van Ness Avenue
Los Angeles Office, 7th and Bixel Streets

KFRC, San Francisco — KHJ, Los Angeles — KGB, San Diego — KDB, Santa Barbara
KFBK, Sacramento — KWG, Stockton — KMJ, Fresno — KERN, Bakersfield
(COLUMBIA NORTHWEST UNIT) KOL, Seattle — KOIN, Portland — KVI, Tacoma — KFPY, Spokane

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Now available for the FIRST TIME

for

RADIO BROADCASTING STATIONS

THE DAILY NEWS REPORT

of

International News Service

world-wide news coverage supplied to broadcasters with the same speed and accuracy that it reaches newspapers

International News Service not only supplies a general news report — important news from all parts of the world — but through its bureaus located in the principal cities of the United States is in a position to furnish news of local and state importance. **I.N.S.** is a fast, reliable service, the keynote of which is **"GET IT FIRST —but FIRST GET IT RIGHT".**

JOHN SHEPARD III, of the Yankee Network, after careful investigation has signed a long-term contract with I.N.S.

For information about this service, write or wire

INTERNATIONAL NEWS SERVICE

235 East 45th Street, New York, N. Y.

KDKA

PITTSBURGH 50,000 WATTS

Reaches

* **KDKA's potential circulation as determined by the new NBC Method of Audience Measurement *by aireas.***

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK ★ WASHINGTON ★ CHICAGO ★ SAN FRANCISCO

WEAF & WJZ · WRC & WMAL · WMAQ & WENR · KGO & KPO

SALES REPRESENTATIVES AT: BOSTON—WBZ • SPRINGFIELD, MASS.—WBZA • SCHENECTADY—WGY • PITTSBURGH—KDKA • CLEVELAND—WTAM
DENVER—KOA • PHILADELPHIA • DETROIT

"Mr. F&S, he looks just like you!"

IN case you haven't heard it elsewhere, Free & Sleininger, Inc., has just had a blessed event!

The new arrival is "Free, Johns & Field, Inc."—a new firm of radio station representatives, and a full-grown chip off the old F & S block. Immediately upon arrival it was presented with approximately half of its parent company's "list"—and the goal of serving this list in an even more comprehensive and effective manner than has ever before been possible. In other words . . . one management—two separate sales organizations. One ideal of service—two lists of stations. All under one roof — but a *larger* roof, to accommodate an increased personnel.

As the proud parents of F J & F, we invite you to test the mettle of this most promising new firm. The new line-up of stations is given below.

FREE & SLEININGER, INC.

Radio Station Representatives

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
110 East 42nd St.	180 N. Michigan	General Motors Bldg.	Russ Building	C. of C. Bldg.
Lexington 2-8660	Franklin 6373	Madison 1423	Sutter 5415	Richmond 6184

F & S STATIONS

WHO DES MOINES *NBC Basic Red Network*	4,389,108*
WCAO BALTIMORE *CBS Basic Network*	1,133,139*
WGR-WKBW BUFFALO *CBS Basic Network*	1,544,828*
WHK CLEVELAND *CBS Basic Network*	2,069,345*
WIND GARY—WJJD CHICAGO *Result-Getters in Chicago Area*	5,837,199*
KMBC KANSAS CITY *CBS Basic Network*	1,394,581*
KFAB OMAHA-LINCOLN *CBS Basic Network*	2,522,075*
WAVE LOUISVILLE *NBC Southcentral Group*	925,717*
WTCN MINNEAPOLIS-ST. PAUL *The Twin Cities Newspaper Station*	2,137,792*
KOIL OMAHA-COUNCIL BLUFFS *NBC Basic Blue Network*	1,363,985*
KFWB LOS ANGELES *Warner Bros. Movie Studios Station*	2,200,000*
KOIN PORTLAND *CBS Pacific Coast Group*	692,457*
KOL SEATTLE *CBS Pacific Coast Group*	832,156*
KVI TACOMA *CBS Pacific Coast Group*	728,000*

F J & F STATIONS

WAIU COLUMBUS *Predominant in Central Ohio*	1,433,606*
WOC DAVENPORT *CBS Basic Supplementary Group*	300,000*
WDAY FARGO *NBC Northwestern Group*	928,867*
WDRC HARTFORD *CBS Basic Network*	449,756*
WKZO KALAMAZOO *The Voice of Southwestern Michigan*	346,406*
WMAZ MACON *Choice of Central and South Georgia Listeners*	45[illegible]
WMBD PEORIA *CBS Basic Supplementary Group*	46[illegible]
WPTF RALEIGH *NBC Southeastern Group*	66[illegible]
KTUL TULSA *CBS Southwestern Group*	60[illegible]
KALE PORTLAND *Sister Station to KOIN*	67[illegible]

* Population of primary daytime coverage

BROADCASTING
and
Broadcast Advertising

Vol. 8 No. 11 WASHINGTON, D. C. JUNE 1, 1935 $3.00 A YEAR — 15c A COPY

FCC Explains Policy on Medical Accounts

By SOL TAISHOFF

Wholesale Deletion of Stations from Ether Not Planned; "Yardstick" to Be Provided on Program Acceptability

WITHOUT compromising in any way its campaign to purge the ether of all program matter it believes obnoxious to the sensibilities of the average listener, the FCC at last has let it be known that its object is not to banish from the air everything in the medical or treatment line. At the same time it became apparent that there is no intention of meting out punishment that will mean any wholesale deletions of stations.

The FCC, according to information obtained by BROADCASTING, reached the crux of its crusade when it cited for hearing 21 stations which have broadcast programs sponsored by Marmola, fat-reducer distributed by the Raladam Co., of Detroit. These stations have been hailed for hearing before the Broadcast Division on Oct. 3. In the May 15 issue BROADCASTING exclusively reported that Marmola was under scrutiny, with action imminent. The formal announcement came May 21.

It was learned that there is no intention of excluding from the air all proprietaries, medicines or medical services. Assuming that the product itself is not dangerous to health, it is felt that stations, advertisers and agencies will serve the public interest if they do not "misrepresent" or "deceive" in their advertising and if the commercial continuities do not offend and are not in bad taste, taking into account the family circle as the listening group.

Hundred Stations Cited

THIS is precisely the information the broadcasting industry, and that includes the advertisers and agencies, have awaited since the FCC started its campaign last April. It does not mean, however, that there is any let-down. As a matter of fact, there are now more than 100 stations which have been cited on license renewals because of questionable programs. These are not restricted to medical accounts but include also lotteries, advertising of electrical appliances claimed to have therapeutic value, and other "misrepresentations".

The latest citations which followed close on the heels of the Marmola barrage, involve the "herb" remedies of the "SMS Laboratories" of Chicago, featuring one "Dr. Schyman", and advertising a variety of "Mother Helen" herb remedies and tonics under a dozen different names, and held out as treatment for cancer, tuberculosis, syphillis, gallstones and a long list of chronic ailments and diseases. Cited for hearing on June 17 in Chicago are WEDC, WSBC and WGES, Chicago, and WWAE, Hammond, Ind., which allegedly carried the programs.

That there will be provided as time goes on a "yardstick" with which the industry can measure the acceptability of programs in various categories was made apparent May 27 by Chairman Prall of the FCC in an interview with BROADCASTING.

"While the FCC knows it has no power of censorship over any program," he said, "it hopes that its formal opinions following hearings on programs cited will serve to clarify these issues as they arise in formal Commission proceedings. We believe this should to some extent provide stations, advertisers and agencies with a yardstick which they can apply to future sponsored programs in these lines. The opinions thus rendered by the Commission might be considered as precedents which have been established."

Routine Petitions

THE Marmola citations exploded like a blast of TNT despite the advance warning. At the time many of the stations cited had routine applications pending for increases in power, location changes and the like, all of which had been held in suspense dockets pending hearing on the program charges. Now, it is learned, the FCC feels that this would work undue hardship and it has decided that such routine applications of stations which have been cited will be considered in the regular manner upon their merits subject, however, to final disposition of the applications for renewal on the program issues.

In other words a station application for relocation of its transmitter if otherwise consistent with regulations will be granted with the added proviso that the ruling will have no bearing on the decision the FCC may reach later in adjudicating the program citations. Several petitions were filed along this line, the last by WJR, Detroit, which has pending an application for an increase in power from 10,000 to 50,000 watts on its clear channel.

Leo J. Fitzpatrick, vice president and general manager, stated in this petition, filed May 22, that the Marmola program had been carried for 11 weeks on WJR but that on receiving a letter from the FCC indicating the program was in disfavor, immediately cancelled it. He asked that the 50,000 watt application be granted with the understanding that "the granting of said application for construction permit shall not operate as a finding by the Commission that the continued operation of said station does now or will hereafter serve public interest, convenience or necessity; that the granting of said application for construction permit, and any and all expenditures of money and effort which petitioner may make pursuant thereto, shall not in any way constitute, and will at no time be urged by petitioner as constituting, a reason or argument for the granting of said application for renewal of license."

Reaction of Stations

IT IS PRESUMED that in granting pending applications of stations cited the FCC will request that the stations concede to similar provisions with respect to ultimate decision on their renewals.

In addition to WJR, stations formally cited for hearing because of the Marmola account are KNX, Los Angeles; WBAP, Fort Worth; WGAR, Cleveland; WBAL, Baltimore; WGR, Buffalo; WHEC, Rochester; WHO, Des Moines; WIOD, Miami; WIND, Gary, Ind.; WIRE, Indianapolis; WJAS Pitts-

Code Authority Closes Doors As NRA Is Adjudged Illegal

THE CODE AUTHORITY for the broadcasting industry officially closed its doors May 27 when the Supreme Court by unanimous opinion declared the National Industrial Recovery Act unconstitutional and along with it all codes, wage and hour provisions and fair trade practices provisions which industries have observed since the Blue Eagle was born two years ago.

Thus the broadcasting industry at the same time was freed of the restraints and the benefits imposed by the code of fair competition adopted in the winter of 1933. Stations no longer are bound by any of the code provisions and, as a matter of fact, past actions of the code authority can be disregarded as having been illegal and without constitutional authority.

As a friendly gesture to labor, it is probable that the NAB along with those broadcasters who have served on the Code Authority will ask that the wage and hour provisions of the code be observed voluntarily. Trade practice provisions, likewise, should be observed until the administration determines what course, if any, it will pursue, to salvage NRA policies in the interest of industrial recovery.

The court held in substance that NRA is unconstitutional because it illegally delegated to the President powers which Congress had no constitutional authority to give. Further it held that the title (title 3) under which codes were created was invalid because of the absence of a constitutional standard.

While the Code Authority, of which James W. Baldwin is executive officer, was automatically abolished, he planned to call a meeting shortly for the formal action. In the meantime, it is understood that stations will be called upon to continue to observe, so far as practicable, all those beneficial provisions of the code that have tended to bring stabilization to the industry.

Meanwhile administration leaders including the President planned to pitch into conferences with the objective of devising legislation continuing the fundamentals of NRA and at the same time meeting the Supreme Court's constitutional objections. They felt this could be accomplished within the court's opinion, but it was evident that all intrastate commerce would

(*Continued on page 46*)

burgh; WJJD, Chicago; WKBW, Buffalo; WOW, Omaha; WOWO, Fort Wayne; WSMB, New Orleans; WTMJ, Milwaukee; KFRC, San Francisco; KMBC, Kansas City, and KMOX, St. Louis.

The press release issued by the FCC stated that the stations must prove that their "continued operation will be in the public interest" and that "pending the outcome of the hearings they will be granted temporary licenses". There was a spontaneous uprising from the stations, which held that in a measure it was unfair to make such accusations prior to hearing because it placed them under a stigma and gave their competitors ammunition with which to seek accounts now using their facilities.

In response to an inquiry, BROADCASTING received the following quotation from E. D. Hayes, president of the Raladam Co.:

"We have always defended our product against government agencies and will contest the hearing Oct. 3. In 28 years of successful operation we have never had any harmful cases. This should be sufficient evidence of the merits of our product."

In its announcement the FCC said that Marmola has been under the ban of the Post Office Department for several years and also is in disfavor with the Federal Trade Commission. "Some of the stations 'cited'," it added, "still carry that program".

Federal Action Cited

The FCC announcement continued:

In April 1929 the Federal Trade Commission issued a cease and desist order against the Raladam Co., distributors of Marmola. The concluding order in that case directed that the Raladam Co. cease and desist:

From representing Marmola as a remedy for the treatment of obesity unless such representation is accompanied by a statement that Marmola cannot be taken with safety to physical health except under the direction and advice of competent medical authority.

In that order the Federal Trade Commission indicated that the promiscuous sale and use of Marmola is inimical to the public health and possible menace to the public welfare.

The Supreme Court of the United States, however, reversed the Federal Trade Commission in that case on the ground that competition in interstate commerce was not shown but made this statement:

"Findings supported by evidence warrant the conclusion that the preparation is one which cannot be used generally with safety to physical health except under medical direction and advice."

The Post Office Department some time ago cited Marmola in fraud order proceedings and at the conclusion of the hearing Marmola producers stipulated they would go out of busi-

(*Continued on page 46*)

Chevrolet Back

CHEVROLET returned to the full roster of some 300 stations carrying the spot transcription campaign on May 20 upon cessation of the automotive strike in Toledo, after having been off the air since May 6. On June 1 the program starts on about a score of Pacific coast stations for a 13-week schedule paralleling the schedules on stations in other parts of the country. The account is placed by Campbell-Ewald Co., Detroit, and the series was recorded by WBS.

Ice Cream Discs

SOUTHERN DAIRIES Inc., Washington, D. C. (ice cream) has started a campaign in the 13 Mid-Atlantic and Southeastern states in its territory, using *Tarzan* transcriptions three times weekly on seven stations. Present plans contemplate the addition of several more stations. On the list to date are WJAX, WTOC, WBIG, WBTM, WDBJ, WBT and WCSC. McKee & Albright Inc., Philadelphia, has the account.

Liquor Advertising Rules Are Revised

REVISED regulations to govern the advertising and labeling of distilled spirits, effective June 10, have been issued by Joseph H. Choate Jr., chairman of the Federal Alcohol Control Administration. In the main, the rules consist of a compilation of previous orders with minor amendments of a clerical nature.

At the same time, Mr. Choate announced that a hearing will be held June 6 to consider proposals to amend FACA regulations affecting advertising and branding of liquors. For the most part, the proposed changes affect technical methods of describing spirits.

Article VII of the new FACA rules, dealing with false advertising, includes broadcasting along with other media. It prohibits advertising of spirits that is in violation of the false advertising provisions of the various codes governing different branches of the alcoholic beverage industry. The article specifies that advertisements "shall not contain any statement, design or device representing that the use of any distilled spirits has curative or therapeutic effects, if such statement is untrue in any particular, or directly or by ambiguity, omission, or inference tends to create a misleading impression."

Esso Plans CBS Series And Merchandising Drive

STANDARD OIL Co. of New Jersey (Esso) will begin a new series of CBS programs June 10. The program will be *Guy Lombardo and His Royal Canadians*, Monday nights from 8-8:30. A split network of about 40 stations will be used but the stations had not been definitely decided as BROADCASTING went to press. Esso petroleum products are sold as far West as St. Louis and in all the Eastern states from Maine to Florida. The network will be designed to fit in with this distribution of Esso products.

The contracts are for one year, with Marschalk & Pratt Inc., New York, recently assigned to service Standard radio advertising. An extensive merchandising campaign will be carried out in conjunction with the network series.

WITH the transfer of WIRE, Indianapolis, from optional service to the basic Red network, and the signing of a contract to that effect, the number of NBC affiliates which have signed the new station compensation plan totals 47, exclusive of the 15 owned and operated stations.

Audit Bureau Plan Meets With Delay

ANA Committee Lacking Power To Take Necessary Action

DESPITE a complication as to the status of the Association of National Advertisers in the venture, plans are progressing for the formation of a cooperative independent bureau to authenticate station coverage, following conversations in New York May 20 between ANA, NAB and the American Association of Advertising Agencies.

A general meeting of committees of seven of the three groups, scheduled for that day, was deferred due to the disclosure that the ANA had not finally authorized its committee to participate. Instead there were informal conferences of heads of the committees representing the organizations and a tacit understanding the plans would be pursued. In the meantime, efforts were to be made by Stuart Peabody, Borden Co., chairman of the ANA committee, and Paul B. West, ANA managing director, to get authority from the ANA board to proceed on a formal basis.

Allocating the Task

BOTH the AAAA and the NAB have duly authorized committees created by resolutions adopted by the trade associations to follow through on plans to create the cooperative bureau which would devise "radio circulation" yardsticks and data designed to supplant existing methods of analysis. The committee, under the tentative scheme, would be cooperatively maintained and controlled with NAB and ANA having equal representation as to control and with the AAAA, as the organization representing both advertiser and medium, with the balance of the power.

Arthur B. Church, chairman of the NAB committee, and Philip G. Loucks, NAB managing director, met with the ANA representatives May 20 and afterward with John Benson, president and Frederic A. Gamble, executive secretary of the AAAA. There was general accord on the plan itself. The ANA, however, it developed, is in disagreement as to whether the work should be done under its Advertising Research Foundation as an ANA venture or under the joint committee. AAAA and NAB are agreed on the latter, and the ANA representatives indicated they would try to procure similar action from the ANA board. At the White Sulphur Springs convention of ANA last month, it had been reported that the necessary authority had been given for ANA participation in the same status as that of the other organizations, but this action apparently was not formal.

Meanwhile all three organizations propose to proceed with their preliminary studies to convene again in general session, subject to call, and after the ANA status is cleared. There was the confident hope that the basic plan will be drafted in time for the convention of the Advertising Federation of America, to be held in Chicago June 10 and during which time the NAB commercial section will hold its annual session.

To conform with the size of the ANA and AAAA committees, two additional members have been named to the NAB committee designated to handle the audit bureau negotiations. These are Alfred J. McCosker, WOR, Newark, and John Elmer, WCBM, Baltimore. Other members, aside from Chairman Church, are Edgar Kobak, NBC sales vice president; John Karol, CBS director of research; J. V. L. Hogan, New York consulting engineer, and Joseph A. Maland, WHO, Des Moines. Mr. Loucks is an ex officio member, along with Dr. Herman S. Hettinger, NAB research director.

Senator Wheeler Hopeful Congress Will Pass Bill To Repeal Davis Clause

DESPITE the intense legislative jam Chairman Wheeler (D.) of Montana is still hopeful of having enacted at this session of Congress his bill (S. 2243) to repeal the Davis Equalization Amendment in the Communications Act which governs allocations, he informed BROADCASTING May 22.

"I regard this amendment, recommended by the FCC, as most urgent, since the present law has the effect of depriving certain areas of the country of broadcasting facilities which they can accommodate," Senator Wheeler said. He did not know whether his committee would have opportunity to consider the proposed amendment, since it is now occupied with both holding company and railroad legislation, but he added that he hoped the opportunity would arise for favorable action.

As now written, the Davis Amendment provides an equal distribution of broadcasting facilities among the five radio zones into which the country is divided according to population, and an equitable division among the states in each zone, with proportionate population as the yardstick. It was under this amendment that the former Radio Commission drew up its "quota system", which has been a storm-center of controversy.

The new provision proposed by the FCC, and which Senator Wheeler incorporated in his bill, reads:

In considering applications for licenses, or modifications and renewals thereof, when and insofar as there is demand for the same, the Commission shall make such distribution of licenses, frequencies, hours of operation, and of communities as to provide an equitable distribution of radio service to each of the same.

Mint Tea Introduced

PROMOTION of mint-flavored tea for iced tea will be launched June 7 by the north central division of Independent Grocers Alliance. The new product will be introduced through the 530 stores in the division, served through Winston-Newell Co., Minneapolis. Five 5-minute spots on each of four radio stations will be used June 7 and 8, 20 spots in all. Stations are WCCO, Minneapolis; WDAY, Fargo; WHO, Des Moines, and KFYR, Bismarck. McCord Co., Minneapolis, is the agency.

News Services Clamor for Radio Clients

Sales Campaigns Under Way; Transradio Sues Networks, ANPA and News Associations for Million Dollars

THE FOG in the radio news situation began to lift with the approach of June and the still unsettled scene finds U. P. and I. N. S. actively contacting broadcasters to whom they are offering extensive news coverage. Transradio Press, fighting to prevent inroads by newspaper wire services, claims to have added more stations although a few have been lost. Press-Radio, staying in the background, continues to supply a somewhat augmented service to network and station clients.

Negotiations are in progress between both nationwide networks and U. P. and I. N. S. for news service available for sponsorship to stations owned or operated by them. These discussions are understood to cover local use by these stations, with no immediate change in network arrangements planned.

I. N. S. has signed contracts with General Mills and WGST, Atlanta, the former providing for sponsorship on five Hearst stations, in the nature of a test. General Mills is expected to use spot programs rather than network.

Herbert Moore, head of Transradio, announced the signing of WJAR, WTIC, WHDH, WSAR, KUJ, WSYR, WIS, KROW, KGMB, WDSU, KMO, WPTF and KIT.

Transradio Suit

OUT of the clearing skies Transradio burst into public limelight May 21 by filing suit for more than a million dollars damage against the three major press associations, NBC and CBS, and the ANPA. Joining Transradio in the suit is its affiliated Radio News Association. Violations of the Sherman and Clayton Acts and the Federation Communications Act are claimed, the complaint centering on the Press-Radio agreement of 1934.

Including the Yankee Network, 21 stations are now subscribing to International News Service. Additions since the last issue of BROADCASTING went to press comprise: WINS, New York; WCAE, Pittsburgh; WBAL, Baltimore; WISN, Milwaukee; KYA, San Francisco; WTCN, Minneapolis-St. Paul, and WGST, Atlanta. The first five of these are owned or operated by Hearst interests.

I. N. S. Arrangements

THE SITUATION with regard to Hearst services has been simplified by the decision to sell only one report—that of I. N. S.—and to make it available from 6 a. m. to 2 a. m. local time, and during certain hours on Sunday. The Universal Service report is not sold as such.

United Press has sold its service to the following: KYW, Philadelphia; WEEI, Boston; KJBS, San Francisco; KNX, Los Angeles (a client of U. P. before the Press-Radio agreement went into effect), and WFAA, Dallas.

A. P. members owning stations are understood to have been given permission to compile news programs from the service, with no sponsorship allowed. U. P. has added special men to prepare news for broadcasting.

Confusion still reigns in radio news on the Pacific Coast, with several late developments. Although the United Press hasn't established a regular West Coast bureau in San Francisco, its salesmen are active, offering their facilities to broadcasting stations.

The Northern California Broadcasting System, which discontinued its Press-Radio service May 18, is the first on the Pacific Coast to sign with the U. P., and on May 20 started using two schedules daily on KJBS, San Francisco and three on KQW, San Jose, Cal. KJBS also has a daily 15-minute Transradio Italian language broadcast at 7 p. m. U. P. is said to have cut its price considerably to get the Northern California Broadcasting System's business.

As far as can be learned, I. N. S. hasn't invaded the Pacific Coast territory, but is expected daily.

New Association

ALTHOUGH the American Broadcasters' News Association, with offices in Oakland and San Francisco, has not announced affiliated stations, Frank Wright, who heads the venture, stated that his news gathering and distributing organization will start on July 1 with approximately 100 stations. In the meantime he is lining up correspondents throughout the country. The organization will be worked on a cooperative system with stations sharing in the profits.

KIEM, Eureka, Cal., dropped its Press-Radio news May 15, in favor of Transradio, and KFRC, San Francisco, not satisfied with Press-Radio, is looking with favor upon one of the other services. Transradio reports several additional Pacific Coast stations are taking their services, supplementing those announced in the May 15 issue of BROADCASTING.

WFAA, Dallas, announced acquisition of the full U. P. service May 27 by a circular and half-page advertisement in the *Dallas News*, operating the station. WTMJ, Milwaukee, is preparing news bulletins from A. P., Press-Radio and staff stories in the *Milwaukee Journal*.

In Syracuse, WSYR has subscribed to Transradio. WFIL, Philadelphia, has revised its news department to handle I. N. S. service, Manager Donald Withycomb announced May 16, installing three teletypes to operate 21 hours a day.

Suit Filed by Transradio

RELATIONS between radio and the press were thrown into the jurisdiction of the Federal courts May 21, when Herbert Moore announced the Transradio Press Service and Radio News Association suit for more than $1,000,000 under the anti-trust laws and Federal Communications Act, against the three press associations, the two major networks, and the ANPA.

The networks are included in the suit on the strength of the "public interest, convenience and necessity" provision of the old radio law and the present Federal Communications Act, since it is contended that their agreement with the press-radio "program" of February, 1934, providing for a limitation of news to the bulletins of Press-Radio Bureau, was not in the public interest. It is therefore asked that the licenses of stations operated by the networks be revoked.

Acts of unfair competition charged against the ANPA, the press associations or their spokesmen include:

1—That they allegedly sought to leave the impression that Transradio and RNA are propaganda bureaus of the United States government or some foreign government;

2—That they allegedly sought to leave the impression that authentic news can be secured only from the defendant press associations and not from Transradio or RNA;

3—That they allegedly sought to leave the impression that the news service of Transradio and RNA consists of "pirated" news, and

4—That they allegedly charged that advertisers might censor and edit Transradio and RNA news, whereas contracts for Transradio and RNA services contain clauses to protect the objective nature of the news.

Basis of Complaint

DAMAGES of $977,500 are asked on behalf of Transradio, and $192,500 on behalf of RNA. These figures have been arrived at by computing the weekly value of all contracts lost by the respective services since the acts complained of on the part of the defendants, multiplying them by 52, and adding an unspecified amount for the allegedly libellous statements which it is charged arose out of the conspiracy. There is no stipulation of libel in the petition, which was filed in the Federal District Court for the Southern District of New York, the entire suit being based on the allegation of conspiracy, though the one may be incidental to the other.

Isaac W. Digges, New York, is general counsel for the Moore interests, and associated with him in the suit is Phillip S. Rivlin, of New York. Digges is a son-in-law of Senator Carter Glass.

Property Rights

THE FULL list of defendants named in the petition comprises: Associated Press Inc.; United Press Associations Inc.; International News Service Inc.; Columbia Broadcasting System Inc.; National Broadcasting Company Inc.; Amercian Newspaper Publishers Association Inc.; E. H. Harris, Publisher of Richmond (Ind.) Palladium Item and Chairman of the Publishers National Radio Committee; Lloyd Stratton, executive assistant to the president of Associated Press; Hugh Baillie; president (formerly executive vice-president) of United Press; Joseph V. Connolly, president, International News Service; J. D. Gortatowsky, "an important agent of International News Service whose exact title is unknown"; Roy W. Howard, chairman of the board, Scripps-Howard newspapers; G. B. Parker, editor-in-chief, Scripps-Howard newspapers; William S. Paley, president, CBS; Paul White, an executive officer of CBS; Merlin H. Aylesworth, president, NBC; Frank E. Mason, vice-president, NBC.

It is declared that "a valuable property interest in the news, as news, cannot be maintained by keeping it secret, or by artificial restraint . . . artificial restraint placed upon its sale by a competi-

(*Continued on page 38*)

HOW WFIL DRAMATIZES NEWS

Two Announcers and an Actor Are Used to Add Color To Frequent Presentations of Bulletins

Mr. Gosch

WITH stations revising their program methods and news sources WFIL, Philadelphia, offers an interesting example of how news service can be handled. Three teletypewriters are at work 21 hours per day, grinding out I.N.S. news. The station employs its own editor who clips, edits and rewrites the material in script form. The broadcasts are done four times daily, in 15-minute periods between 7 a. m. and 11 p. m., together with special dispatches of importance as they come over the wires. Martin A. Gosch is news editor.

In presenting the news WFIL employs two announcers and one dramatic actor. Shows open with ticker spelling studio call letters in code, followed by fanfare. Headlines are done by the announcer, with a second announcer handling actual news copy. The stories are broken by the ticker code effect. In cases of quotes during copy, a dramatic actor is used.

The tag line is "WFIL is first with the news!"

WFIL can move news as fast as it arrives. Although stories are generally short, enough detail is used to give the listener a complete index of stories. The new WFIL rate card, which embraces quotes on the news service, includes complete ether service for time, news material, editing and delivery.

Mr. Gosch was formerly of the *Philadelphia Record* and *New York Post*.

Food and Drug Bill Passed By Senate

Wings Clipped, It Now Awaits Further Action by the House

WITHOUT a record vote the Senate on May 28 passed the Copeland Bill (S. 5) to regulate the sale and advertising of food, drugs and cosmetics after all provisions objectionable to members of the Senate had been eliminated by the conference method. The measure now goes to the House. If finally enacted it will take effect in one year.

Amendments to the measure agreed to by Senator Copeland (D.) of New York, included those demanded by Senators Bailey (D.) North Carolina, and Clark (D.) Missouri. Advertising provisions have been clarified so that advertising itself is not classified as a food, drug or cosmetic, as Senator Bailey claimed in the heated debate on the measure when it was stymied in April. Moreover, Senator Clark's stern opposition has been eliminated by addition of an amendment providing that nothing in the measure shall take away any of the power over advertising vested in the Federal Trade Commission.

False Advertising

THE DEFINITION of "false advertisement" was revised to read as follows:

An advertisement of a food, drug, device, or cosmetic shall be deemed to be false if it is false or misleading in any particular relevant to the purposes of this act regarding such food, drug, or cosmetic. Any representation concerning any effect of a drug or device shall be deemed to be false under this paragraph if such representation is not supported by demonstrable scientific facts or substantial and reliable medical or scientific opinion."

Specific provision was made not to interfere with the powers of the Federal Trade Commission over advertising. This proviso was added: "That nothing in this act shall impair or be construed to impair or diminish the powers of the Federal Trade Commission under existing law."

Senator Copeland has worked assiduously behind the scenes in endeavoring to procure agreement on his measure. In its present form the bill, while still far-reaching in its application, nevertheless is a far different measure than the one he originally introduced or the one that was blocked and shunted to the foot of the Senate calendar last April even after a half-dozen rewritings.

In the House the story may be different for, so far as known, there has been little sympathy there for the Copeland Bill and the Trade Commission, should it oppose the revised measure, may be able to muster sufficient support to get its views across. Chairman Ewin L. Davis, of the Trade Commission, is a former Congressman and is widely respected in the lower house.

Among the high-spots of the revised measure are: (1) False advertising is classified as misbranding rather than adulteration; (2) specific provision that no power is taken away from the Trade Commission; (3) a separate definition for devices, removing them from classification as drugs; (4) a definition of the meaning of scientific opinion; (5) liberalization of the definition of "germicide"; (6) multiple seizures prohibited in charges of misbranding except imminently dangerous to health, and provision for consolidating multiple seizures for a single trial.

With the assignment of a separate definition for "device", classified as a "drug" in earlier prints, the bill has been changed in some 40 different places to read "food, drug, device or cosmetic", to care for this change. Also important is the definition of "scientific opinion", which is declared to mean the opinion within their respective fields, of competent pharmacologists, physiologists or toxicologists.

Misbranding Clause

THE BAILEY amendments on definitions of adulteration and misbranding are retained in substantially the form they were offered on the floor last April. The language "if it is dangerous to health under the conditions of use prescribed in the labeling or advertising thereof" has been eliminated from the definition of adulterated drugs, and the first part of the misbranding section now reads:

"A drug or device shall be deemed to be misbranded—(a) if its labeling is false or misleading in any particular. Any representation concerning any effect of a drug or device shall be deemed to be false under this paragraph if such representation is not supported by demonstrable scientific fact or substantial and reliable medical or scientific opinion. (b) If it is dangerous to health under the conditions of use prescribed in the label or advertising thereof."

Canada Uses 530 Kc.

WITH the disclosure that Canada had assigned CJKL, Kirkland Lake, Ontario, to the 530 kc. channel with 1,000 watts, protests were anticipated from naval, shipping and possibly other government services in the United States, it was learned May 28. The channel is a guard band for the international distress (SOS) frequency of 500 kc. and the Navy has been vigorous in the past in protesting any enlargement of the broadcast band below 550 kc.

Some three years ago Canada assigned a station to the 540 kc. band, and a controversy ensued. The new allocations, released May 15 by the Canadian Radio Broadcasting Commission, showed that CJKL had been assigned to the 530 band. It is a commercial station, privately operated. On 540 kc. is CJRM, Belleplaine, Sask., with 1,000 watts.

Col. & Budd on Ford

N. W. AYER & SON Inc., Philadelphia, announced May 28 that Stoopnagle and Budd will join the Ford Motor Co. program with Fred Waring's orchestra on CBS early in July.

KRNT, Des Moines, on May 28 was granted a license for special experimental authority to increase its power to 500 watts night and 1,000 watts day.

Mayor LaGuardia Plans Commercial Operation For Municipal Station

COMMERCIAL operation of WNYC, municipal station operated by the city of New York, is being considered by Mayor LaGuardia, along with a plea to the FCC for full time operation. The station now operates daytime only on the 810 kc. clear channel, and does not sell time.

In Washington on May 16, Mayor LaGuardia told a staff member of BROADCASTING that he had such a plan under consideration, and that he was opposed to the proposal of WLWL, New York City, operated by the Paulist Fathers, whereby the civic station would be transferred to 1130 kc. as part of a proposed shift which would involve nine stations and five clear channels. Instead he said he had under contemplation an application before the FCC for full time.

As to commercial operation, Mayor LaGuardia asserted that should this be decided upon, the station would seek only those advertisers who are not purchasing time on privately-operated commercial stations. He said that in his opinion there would be no conflict.

McCloskey Varnish Tries Local Series in Far West

McCLOSKEY VARNISH Co., Los Angeles and Philadelphia, in May started a series of West Coast test programs through the Bert (A. A.) Butterworth Agency, Los Angeles, for its KWIK-ON product. The first program on KMJ, Fresno, 15-minutes weekly, brought 400 people into the store of the local distributor. Late in the month a similar test was to be made on KXRO, Aberdeen and KRKO, Everett in Washington; KIEM, Eureka, Cal., and KTAR, Phoenix, Ariz.

The projected campaign, arising out of the May tests, will probably be through the use of transcriptions in the 11 western states. McGregor and Sollie, San Francisco, was making sample discs for the agency. The localized programs are not to be a cooperative idea, the sponsor paying the entire cost of time and talent. Each local dealer and representative of the product can select the station and his only expense will be any possible local newspaper tie-in for the program, plus any other local media. The sponsors will furnish folders and window displays.

Malt-O-Meal Tests

CAMPBELL CEREAL Co., Northfield, Minn. (Malt-O-Meal) has launched a summer radio campaign on WBBM, Chicago. Programs are dramatized true-life circus stories featuring Al Priddy, the "circus man", which have been approved by a number of Parent-Teacher Associations and school authorities. Merchandising is chiefly through a letter-writing contest, each letter to contain a box-top. Best 25 letters on each broadcast will win their writers tickets to the Ringling Brothers-Barnum and Bailey circus during its Chicago visit. Plans call for similar programs in other cities as soon as it has been tested in Chicago. Programs are placed through Phillip O. Palmer & Co. Inc., Chicago.

Summer Business On CBS Increases

Gain of 22% Noted Over 1935; Daytime Sales Up 45.9%

SUMMER business booked by CBS sets a new record in total expenditures, average expenditure per advertiser and average daily time sales, with only a half dozen of the first quarter clients leaving the air for June, July and August.

NBC business also is running far ahead of the 1934 total (see BROADCASTING May 1).

Total expenditures for the June-August period on CBS will be $2,526,480, according to figures released by its Trade News Division, compared with $2,069,544 last year and $1,498,108 in 1933. Summer daytime broadcasting totals $625,700 for the current season, a gain of 45.9% over last year. Evening sales total $1,900,634, a gain of 15.9%.

Year-round Schedules

CBS ascribes the steady increase in summer broadcasting to one conclusion—that radio advertisers already recognize broadcasting as an all-year-round advertising medium and more and more advertisers are adjusting their radio appropriations to allow for consistent broadcasting throughout the year.

A breakdown of the figures shows that the bulk of summer advertising is being absorbed by the drug industry with foods and food beverages taking second place. Summer drug advertising has jumped from $338,000 in 1933 to $913,000 in 1935. Foods have leaped from $211,000 in 1933 to nearly $610,000 this summer.

In the confectionery and soft drink classification, expenditures on CBS have progressed from $7,000 in 1933 to $71,000 in 1935 and paints and hardware, which totaled $6,900 in 1933 will approach $19,000 for the current season.

Automotive advertising is down this year, dropping from the 1934 summer figure of $255,511 to $216,331, with a 1933 mark having been $83,568. Tobacco accounts gained from $187,550 last year to $198,509 but still were far below the 1933 sum of $368,718. Petroleum products, down to $19,526 last summer, are up to the 1933 level of more than $201,000.

Other groups showing increases this year are radios and musical instruments as well as soaps and housekeepers supplies. No wine and beer accounts are booked this summer, although they amounted to $128,207 last summer.

Mission Dry on Air

MISSION DRY Corp., Los Angeles, maker and distributor of Mission Dairy Orange, late in May was to use spots on several stations in the East, although the list was not available when BROADCASTING went to press. The orange juice is shipped eastward as bulk concentrate and delivered by milkmen. Spot announcements on a selected list of stations were to be used through June, possibly transcription in July. The Los Angeles office of Leon Livingston Adv. Agency handles the account.

Marshall Field Sells With Musical Clock

By BRUCE ROBERTSON

Breakfast Hours Are Sales Hours for Department Store And Thousands of Chicagoans Hear Its Daily Message

THERE are Musical Clocks and Musical Clocks! From coast to coast these programs fill the ether at breakfast time. In Chicago, Marshall Field & Co., big department store, has celebrated its fifth air birthday. Every weekday Chicagoans time their morning routine by the Field Musical Clock. And often enough, they are influenced by the program's merchandising appeal. It is an outstanding example of effective radio selling by a first-rank department store that knows its airwaves.

"IT ISN'T what you do; it's the way you do it." Old advice that but still good, and just as applicable in radio as elsewhere.

A case in point is the Marshall Field & Co. *Musical Clock*, which on April 15 celebrated its fifth birthday on the air with its 1,567th broadcast—3,134 hours of broadcasting during which more than 50,000 musical selections have been played.

The *Clock* has been on the air from 7 to 9 every weekday morning, including Christmas and Fourth of July and other holidays, for five years with only one interruption, two weeks last fall when KYW moved to Philadelphia and the *Clock* was waiting for time to be cleared on its new home, WBBM. There are 33 or 34 records played during each broadcast.

The program consists of phonograph records, time signals, weather reports, and commercial announcements. Hundreds of similar programs fill the early morning air; there are half a dozen in Chicago alone. Why then does the *Musical Clock* day after day command so large an audience?

First in the Field

NOVELTY may be one reason. When G. R. Schaeffer, publicity and sales promotion manager of Marshall Field & Co., first heard this program a little more than five years ago as a KYW sustaining feature and decided it was exactly the thing to carry news of the department store to Chicago's shoppers, the program was something new, to Chicago at least. But being first hardly explains the *Clock's* exceptional popularity.

Mr. Schaeffer himself attributes its success to the selection of the records played. "When we took over the program," he says, "our first concern was to make the music typical of Field's as a store of quality and dependability, to select music that would have the strongest appeal to the type of woman who shops at Field's, a woman of taste and discrimination. To that end we secured a trained musician, with years of stage experience, who makes the daily selection of records a full-time job. She has analyzed the libraries of every recording company; she listens to all the new recordings; she is constantly changing and adding to her list.

"All kinds of music are included in the *Musical Clock* programs: operas, folk songs, dance tunes, classics, semi-classics and strictly popular numbers. Only 'hot' records are taboo, because they would not fit the attitude we want our programs to set up in the listeners' consciousness, and because there is something essentially anachronistic about 'hot' music at 7 in the morning, anyway."

Others credit much of the program's success to Halloween Martin, who has announced the *Clock* since its inception. Her voice is clear, resonant, and pleasantly unaffected. "The only voice I could stand listening to at that time of the morning," is the way one listener expresses it.

Right on Schedule

PERSONALLY, I believe (and as one who has showered, shaved, and breakfasted to the *Musical Clock* through almost its entire existence my opinion should have some weight) that its regularity is one of the *Clock's* biggest attractions. Many programs of this type give the time haphazardly, between records and at odd intervals. On the *Musical Clock* the time is given every five minutes, exactly, at 7:05, 7:10, etc., right up to 9 o'clock.

If the five-minute mark happens to come in the middle of a record—and it usually does—the music is toned down while the time is announced. In this way the commuter can depend on the 8:05 signal to warn him it's time to gulp that coffee and set out for the station to make the 8:15, and mother knows exactly when to start Johnny and Mary off to school.

This regularity is not limited to time. The temperature and a brief forecast of the weather are given at 10 and 20 past and at 20 and 10 to each hour, eight times in all. And the brief commercials come every 15 minutes, at the quarter, half and hour. Unlike the time signals, the temperature and commercial announcements do not interrupt the records, but are inserted between selections at the breaks nearest the proper times.

Careful Commercials

"AS MUCH care is exercised in preparing the commercials as in selecting the recordings," says John Finlay, account executive of Aubrey, Moore & Wallace, through which agency the program is placed. "They are brief and to the point. Beginning with economy values at the opening of the program, they progress as the two hours elapse through men's merchandise to the higher priced feminine articles and services.

"Many of the announcements are institutional in nature, describing such store events as art exhibits, displays of period furniture, lectures by bridge experts or visiting authors, fashion shows and the like. Unlike Field's newspaper advertising, which is normally planned and scheduled a week in advance, the announcements for the *Clock* are chosen and written the afternoon before going on the air. Abrupt changes in weather, or in buying trends can thus be taken advantage of overnight."

Musical Clock specials, advertised in no other way, are occasionally used as a check on the program's power to create direct sales, sometimes with surprising results, as when two electric ranges were sold by mail at a price of $159 each to out-of-town customers who heard them announced on the air. Large counter signs that bear the words "As Advertised on the *Musical Clock*" are displayed with all merchandise mentioned during the broadcasts.

Pulling Power

IN READING the announcements, Miss Martin never speaks as a member of the Field organization; she is always the shopper, describing what she has seen in the store. The voice of Marshall Field & Co. is masculine, belonging to Parker Wheatley, who concludes each program with a four-minute summary of the news and bargains previously described by Miss Martin.

Two years ago it was decided that the public be asked if they wished the program to continue, and it was planned to make an announcement asking for letters on each broadcast during the following week. The first announcement was made, and the second. But when the mail arrived on the second morning in answer to the first request, all others were immediately canceled and the program renewed without further question. From these two announcements more than 5,000 letters were received.

A recent offer of a sample of face powder, announced once on the *Clock*, brought requests from 1807 women in three days at the main cosmetics section alone, exclusive of those at the basement section and in the suburban stores.

Incidents like these could be repeated many times as further attestations to the program's following. But it all adds up to a single conclusion: That any program, even of a type as ubiquitous as the *Musical Clock*, will arouse interest and produce sales if enough care is taken in its preparation and presentation.

TO PAY OR NOT TO PAY—Network microphones were scattered all over the House of Representatives May 22 as President Roosevelt vetoed the bonus bill at a joint session of House and Senate. WJSV and WMAL, Washington, repeated the speech in the evening from transcriptions recorded by National Recording Studios Inc., Washington. WJSV cancelled the Bi-So-Dol CBS program to repeat the 40-minute speech.

WISN Back With CBS

WISN, Milwaukee, operated by Hearst Radio Inc., on May 19 resumed CBS affiliation after an absence of several months. The new contract follows several months of negotiation. In returning to the network, WISN announces it will retain popular local programs.

Baldwin Favored for NAB Executive Post

Program Crusade, Copyright, Radio News, Audit Bureau Among Turbulent Issues to Confront Convention

FAVORED by an apparent majority of the board of directors, James W. Baldwin, executive officer of the Code Authority, is seen as the next managing director of the NAB, succeeding Philip G. Loucks. Mr. Loucks, as exclusively reported in the May 15 issue of BROADCASTING, announced he would not be a candidate to succeed himself when his term expires coincident with the NAB convention July 6-10 at Colorado Springs, and will return to the private practice of law.

Simultaneously it became evident that a strong sentiment has developed for the retention of Mr. Loucks as a special counsel of the NAB with certain matters of law to be delegated to him from time to time. It is felt that the industry should not lose the benefit of his knowledge on such subjects as copyright and state legislative problems, with which he has coped during the four-and-one-half years he served as the NAB executive head.

Two Withdraw

MR. BALDWIN'S promotion (he now has the status of assistant managing director) seems doubly certain since the three other individuals who had been most prominently mentioned for the post in effect have withdrawn their names from consideration. William S. Hedges, manager of NBC operated stations and a former NAB president, wrote BROADCASTING May 16 that he wished it "distinctly understood" that he was in no sense a candidate. Similarly, on May 18, Henry A. Bellows, former Radio Commissioner and NAB legislative chairman, wrote BROADCASTING that he did not care to be regarded as a possible candidate, but pointed to the urgent need of filling another executive post within the NAB because of its enlarged scope of activity. (Both letters are published herewith in full text.)

The fourth name mentioned was that of Harold A. Lafount, former member of the Radio Commission. While Mr. Lafount was unavailable for direct quotation, it is understood that he is not an active candidate for the managing directorship. The post is being sought by several others, both within and without the broadcasting realm. The informal poll of the NAB board by this publication, however, reveals little sentiment for them and a general accord for the Baldwin promotion.

With the executive direction of the NAB practically settled, conversation logically has drifted to the presidency of the organization and to policy matters at the forthcoming convention. When the Cincinnati convention adjourned last fall in Cincinnati, with the election of J. Truman Ward, WLAC, Nashville, as president, the general view was that the presidency would be rotated annually and Leo J. Fitzpatrick, vice president and general manager of WJR, Detroit, was considered the logical selection for the 1935-36 presidency.

If it is offered, Mr. Fitzpatrick will accept the presidency. Last year he voluntarily withdrew his candidacy after many broadcasters had rallied to his support. The same group already is working in his behalf, according to word gleaned from representative broadcasters.

Another group of broadcasters, however, has represented itself as feeling that the NAB should not change "two horses" in the middle of the stream by replacing both president and managing director. The thought was that Mr. Ward, with nine months as NAB president, is thoroughly acquainted with NAB policy and should be prevailed upon to serve another term to bridge the gap created by Mr. Loucks' departure.

In sounding industry sentiment it was found also that at least a half-dozen prominent broadcasters are highly regarded as NAB presidential timber. Among these are H. K. Carpenter, WHK, Cleveland, whose name was brought forward last year; Arthur B. Church, KMBC, Kansas City, aggressive chairman of the commercial section; John Shepard 3d, Yankee Network president and chairman of the Code Authority; Lambdin Kay, WSB, Atlanta, at present an NAB vice president; Charles W. Myers, KOIN, Portland, Ore., also a vice president; Isaac D. Levy, WCAU, Philadelphia, NAB treasurer and executive committee member; John Elmer, WCBM, Baltimore, whose enterprise in the ranks of the locals has won him small-station support, and Lester Cox, of KGBX and KWTO, Springfield, Mo.

Other Positions

BESIDES the offices of president and managing director, other posts to be filled include those of first vice president, now held by Mr. Kay; second vice president, held by Mr. Myers; treasurer, held by Mr. Levy, and five directorships. The directors whose terms expire are J. Thomas Lyons, WCAO, Baltimore; I. Z. Buckwalter, WGAL, Lancaster; Stanley Hubbard, KSTP, St. Paul; Harold Wheelahan, WSMB, New Orleans, and Powel Crosley Jr., WLW, Cincinnati.

All signs point to a convention of unprecedented activity in Colorado Springs. The industry has been fanned to white heat by such things as the FCC anti-medical program crusade, copyright, radio-news situation, newspaper-owned stations. Then there is the bumper crop of station-advertiser-agency matters, already docketed, embracing such propositions as the audit bureau for radio circulation, agency recognition, transcriptions, development of a yardstick to govern acceptance of accounts, and a multitude of others. The NRA abolition also throws a lively topic into the convention.

The local station also is coming into greater prominence then ever, with plans in the making for a side-convention at Colorado Springs under the leadership of Edward A. Allen, WLVA, Lynchburg, who sponsored the organization of "Local Broadcasters", which aspires to gain recognition in the national field for independent non-network outlets which heretofore have not been organized. Still stressed is the fact that the move in no way involves a separate trade association, divorced from

(Continued on page 39)

Mr. Bellows' Letter

Mr. Bellows

I note from the current issue of BROADCASTING that you have very kindly suggested me as a possible candidate to succeed Mr. Loucks as managing director of the National Association of Broadcasters. I would like to make it perfectly clear that I am not a candidate for this office.

As you will recall at the Cincinnati convention I very urgently advised the Association to enlarge its Washington staff in order to provide adequately for certain services which the managing director, no matter who or how efficient he may be, cannot possibly maintain in connection with his other duties. I specifically urged the maintenance of a federal and state legislative service on a permanent basis and a material expansion in the public relations and educational work of the Association.

As a specific example of the importance of such work, I may point out that in connection with the hearings before the Broadcast Division of the FCC last fall, it was necessary for the Association to take on an additional full-time employe and secretary, who worked for three months exclusively on the presentation of material and the preparation of the brief in connection with these hearings. Since Jan. 1 the maintenance of an adequate state legislative service has been very nearly a full time job. Wholly irrespective of any personal connection, I feel more strongly than ever that the National Association of Broadcasters urgently needs to increase its permanent personnel to care for such matters as these. This is particularly true in the light of the investigations to be carried on by the new Federal committee under the chairmanship of Dr. Studebaker. It is perfectly apparent that the managing director of the Association cannot, without seriously neglecting the regular duties of his office, give anything like adequate attention to such legislative, educational and public relations activities as these.

I have, frankly, been glad to serve the Association in such capacities as I have indicated, and I am ready to continue to do so if the Association, recognizing the need, really desires to expand its activities in the directions I have suggested, and wants me to carry on this kind of work. I do not feel, however, that this sort of thing can be adequately done by any managing director on the present basis of organization, nor do I feel that it can best be done by the managing director even with an enlargement of the staff. For many reasons, therefore, I do not care to be regarded as a possible candidate for the position which will be left vacant by the resignation of Mr. Loucks. I have too high an appreciation of the splendid work he has done to feel that it could possibly be carried on satisfactorily by anyone whose primary interests in the broadcasting industry are in legislative, educational and public relations fields.

Mr. Hedges' Letter

Mr. Hedges

Like all others who have been interested in the growth and progress of the National Association of Broadcasters, I feel that Phil Loucks' determination to withdraw from the position of Managing Director is in the nature of a major calamity. Of course we have no right to expect to command Phil's services indefinitely, because he has made it clear from time to time that eventually he would return to the practice of law.

I feel that the Association can stand the shock of his withdrawal better at this time than at any previous time in the history of the organization. He has built it to an exceedingly strong position.

As far as his successor is concerned, I believe there are available to the industry several very good men who can carry on the splendid work that has been started by Mr. Loucks. However, I want it distinctly understood that I am in no sense a candidate for that position. I do not desire it and would not accept it if it were offered to me.

I appreciate the measure of confidence in me that is indicated by those who may have suggested my name in this connection but I am not to be considered as even a possibility for the position.

It's 900 Miles

FROM ST. LOUIS on the MISSISSIPPI to MILE-HIGH DENVER and

WREN is the ONLY OUTLET For NBC BLUE NETWORK PROGRAMS in this VAST AREA!

Now Broadcasting With 5,000 Watts!

WREN dominates an immediate territory of over 3 million people. Kansas City, Mo.—St. Joseph—Kansas City, Kans.—Leavenworth—Topeka—Atchison—Fort Scott—Emporia—Ottawa—Manhattan—Lawrence and a number of other cities are included in this tremendous audience. *By Numbers of listeners—by actual sales*—WREN offers the greatest advertising bargain in the mid-west.

WRITE FOR FACTS ABOUT WREN

National Representatives
John Blair & Co.
•
New York .. Chicago
Detroit .. San Francisco

WREN

"A BIRD IN THE HAND"

Vernon H. Smith
Manager
Main Office & Studios:
WREN BUILDING
Lawrence, Kansas

Stations Follow Network Lead In Raising Ethical Standards

Recent Steps Toward Improved Programs Viewed As a Voluntary Campaign of Self-regulation

A GENERAL tendency within the broadcasting industry to follow the lead of the networks in their establishment of program policies to raise the ethical standards of broadcast advertising has become increasingly evident, and it appears to be in the nature of a voluntary campaign for self-regulation.

CBS announced that its statement of program policies issued on May 13, placing limits on commercial credits, tightening up on children's broadcasts, and excluding all laxative advertising, had received enthusiastic response. It released a number of these comments.

NBC pointed out that in January, 1934 it had issued a statement of program policies designed to inject good taste into broadcast advertising, and that these policies were being adhered to. Beyond that, it was brought out that early this year NBC had established a department of continuity acceptance to enforce these policies. On the subject of cathartic accounts, NBC first issued a statement in December, 1933, in which it announced it would accept no further laxative accounts.

This statement was reissued last March. "This means," said the statement, "any and all products which are advertised and sold for the purpose of cleansing or elimination."

NBC Rejects Accounts

FOR EXAMPLE, it was pointed out in behalf of NBC that among the accounts which it had not accepted since introduction of the new policies were Ex-Lax, Feen-A-Mint, Castoria, Carter's Little Liver Pills and Quest.

As a result of the wide publicity given the CBS statement of policies, NBC issued a reminder on May 20 that on March 30, 1935, NBC mailed a letter to all advertising agencies and broadcast advertising clients in the cathartic field. This letter was signed by Edgar Kobak, vice-president in charge of sales for NBC. The closing paragraph read:

" . . . These policies are not new, but they seem to need reiteration, and we take this means to call them to your attention."

Attached to Mr. Kobak's letter was a copy of a statement of policy regarding cathartic accounts and the following is quoted verbatim from the attached sheet:

Effective Dec. 5, 1933, and until further notice, NBC will accept no additional cathartic accounts. This means any and all products which are advertised and sold for the purpose of internal physical cleansing or elimination. The foregoing in no way relates to accounts of this character now under contract, or renewals of such accounts. However, in the event of the expiration and non-renewal of any such contract, it is not to be further solicited for recontracting and the advertiser should be informed that NBC feels that the commercialism necessary to any such product's programs is opposed to the best interests of radio as an advertising medium.

NOTE: This policy was issued December 5, 1933. So many questions have been asked regarding acceptability of cathartic accounts that we are calling this to your attention.

The page closed with the explanation that "this is one of a series of bulletins released occasionally to give expression to important policies established by NBC in the interests of the entire advertising business." Previously NBC had made no effort to have this matter drawn to the attention of the general public.

Program Continuities

AS EVIDENCE of this, all sponsors of programs for laxatives or products with laxative properties now using NBC are reported to be submitting to sales department restrictions, and in the case of CBS only one client has announced withdrawal. This is the Ex-Lax Co. (Joseph Katz Co., agency).

The following CBS clients are making their commercial copy conform to requirements:

Centaur Co. (now promoting ZBT baby powder; expected to revert to Fletcher's castoria under restrictions in the fall); Health Products Corp. (Feen-A-Mint); Sterling Products Inc. (California syrup of figs); Wyeth Chemical Co. (Jad salts), which expires at the end of June.

Mr. Kobak gave the following analysis of the situation:

"NBC is not cancelling shows advertising laxatives. Such shows will be permitted to continue on our networks so long as they keep renewing their contracts without a break. We are not accepting any new ones.

"Advertising scripts about medicinal or corrective products must be submitted to and approved by the NBC copy control department 13 weeks in advance. No appeal may be taken from our final editing of such sales talks.

Length of Sales Talks

"NBC will not accept programs advertising deodorants because oral descriptions of such products are, in our opinion, in bad taste. We have turned down 11 of them. We place no time limit on any sales talks, so long as they are interesting. We decide whether they are interesting or not. We believe a time limit would destroy incentive to refinements or novelty of presentation.

"Program sponsors who are cooperating with us are those of Fred Allen (Sal Hepatica), Rudy Vallee (Fleischmann's Yeast), Spencer Dean (J. C. Eno Ltd.) and Morton Downey (Carlsbad Sprudel Salts). The Vallee program, recently classified with the others as promoting a corrective product, we are told will shortly change the form of its commercial appeal.

"We have not had any complaints sufficiently definite to warrant any change in the presentation of children's programs.

"We have every reason to believe that more drastic treatment of the programs involved would only force them from the networks into less restricted channels so that the country would be deluged by electrically transcribed presentations vastly more indelicate."

Remodeling of the children's programs on CBS is now being negotiated with individual clients by Edward Klauber, executive vice-president. The advisory council, and consultant on child psychology, who will assist the network and its clients in making the shows conform with the new standards, have not yet been appointed.

WCAU's New Policy

IN A STATEMENT issued May 16 WCAU, Philadelphia, announced a new policy limiting the amount of commercial advertising on all programs. Following closely the CBS time limitations, the station declared that on all new contracts the commercial copy on five-minute broadcasts will be limited to 100 words at the opening and close of each broadcast. In the second group, including commercials before 6 p. m., three minutes of advertising will be permitted on 15-minute programs, five minutes on 30-minute programs and eight minutes on hour programs. All programs after 6 p. m. also were separately classified, with three minutes of copy on 15-minute periods; four-and-one-half minutes on half-hour programs and six-and-one-half minutes on one hour programs. These limitations, it announced, will affect all new contracts and will be adapted to existing contracts as soon as possible.

During the last several months a half-dozen stations have announced the adoption of policies governing proprietary broadcasts, rigidly restricting their use. It was widely indicated that the lead of the networks, combined with the FCC attitude on certain types of medical programs and the Federal Trade Commission survey of continuities, gradually would be reflected in the dropping of these accounts unless the continuities are toned down to the point of virtual institutional copy.

The CBS declaration of policies received wide attention because of their timeliness, bringing favorable comment from many of those who heretofore have criticized networks along with independent stations for allegedly excessive emphasis on commercial announcements. In inserting in the *Congressional Record* of May 14 the CBS statement, together with the brief comment of Chairman Anning S. Prall of the FCC commending the action, Senator Wheeler (D.) of Mont., declared they were "very gratifying to me as chairman of the Interstate Commerce Committee". This is the committee charged with radio legislation.

Tribute From Mr. Young

OWEN D. YOUNG, chairman of the executive committee of General Electric Co., wrote William S. Paley, CBS president, of his "enthusiastic support for what you say, the way you say it, and the beautiful printing in which you put it out.

"One who knows much less about Columbia than I must get the impression from the objectives which you state, and the excellent English in which you put it, that Columbia can be trusted with those editorial powers approaching censorship which are necessary not only to improve cultural values on the one side, but to prevent the disintegration of broadcasting through bad taste on the other. This step, more than anything that has recently been done, justifies, I think, our American system of broadcasting control."

Proprietaries' Position

In a report congratulating the networks on their high standards, the advisory committee on advertising on the Proprietary Association, in a statement, said: "We recognize peculiar problems in the nature of radio advertising, of proprietary advertising, and of particular classifications of proprietary advertising. We believe, nevertheless, that it should be possible to find a way of presenting through any advertising medium a product which in itself is legitimate and which makes use of only thoroughly legitimate advertising statements."

The committee then added: "We wish to take occasion to urge upon all media the careful enforcement of standards of accuracy and good taste."

The annual convention of the Association will be held June 5-7 at White Sulphur Springs.

Professional Hour

A PROFESSIONAL hour was started May 20 by WINS, New York, giving agencies interested in new talent a chance to listen in, since the time is 2 p. m., Monday, Wednesday and Friday. Applicants must show proof of professional experience. There is no telephone voting by the public and no gong to offend artists.

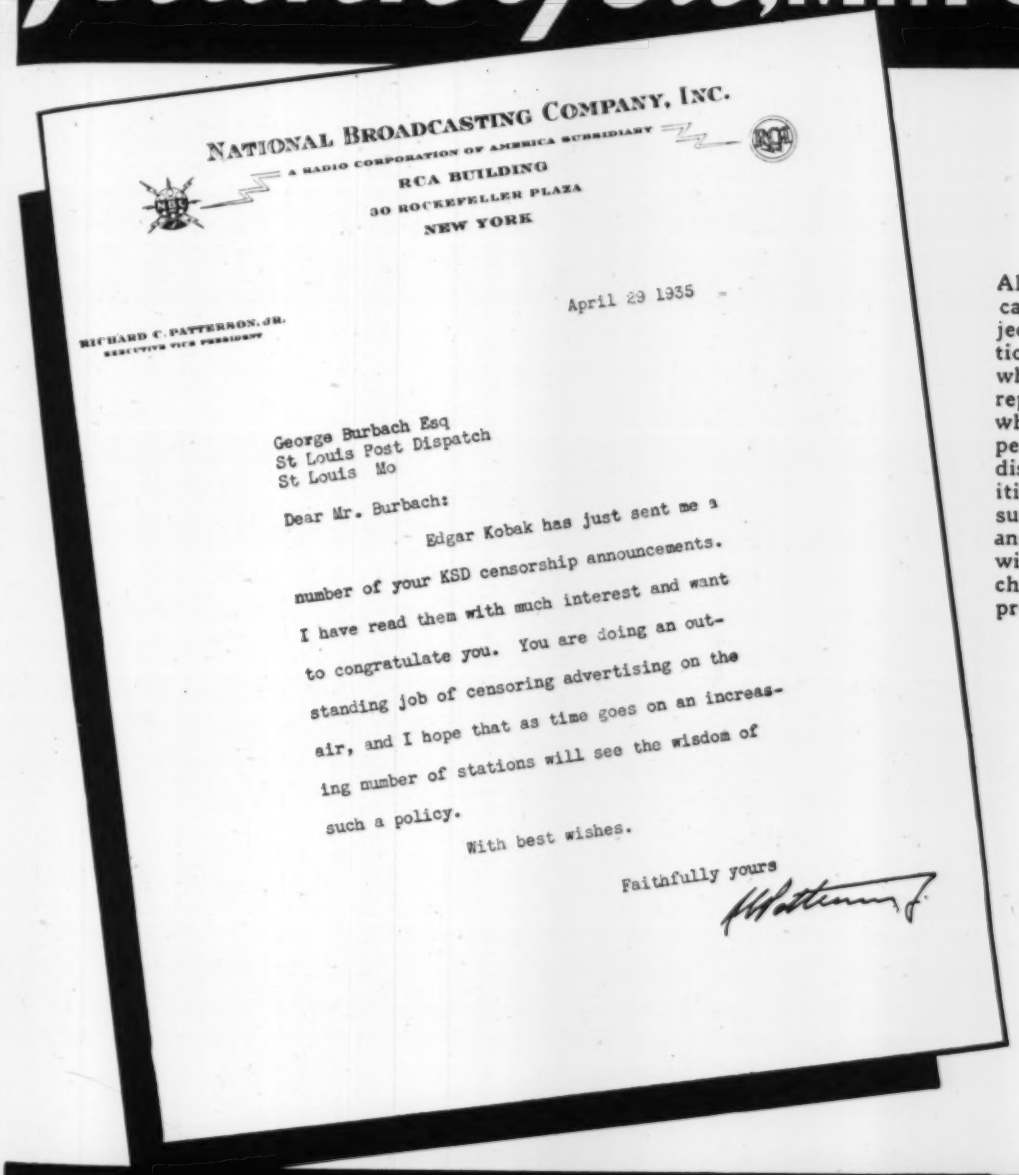
Colgate Sponsors Discs Promoting Two Products

ON NINE stations in the Midwest Colgate-Palmolive-Peet Co., Jersey City, is sponsoring 15-minute transcriptions for Crystal White Soap. The programs are broadcast during the morning hours, twice a week, and the transcriptions are titled *Theater of Romance*. Along the Eastern seaboard the same transcriptions are being used to advertise Octagon Soap. Eight stations are carrying this program, twice a week, mornings.

The series, in both the East and Midwest, began early in May and is scheduled for 13 weeks, although it may be extended. The spots selected for these transcriptions were the result of special problems confronting these products in these cities. Stations Crystal White Soap is using are KFH, KMBC, KOMA, WFAA - WBAP, WOAI, KWK, WOW, KOA, and KSTP; Octagon is on WCAU, WOR, WBAL, WRVA, WBT, WSB, WTOC, WAPI. Benton & Bowles Inc., New York, is the agency.

JOHN MORRELL & Co., Ottumwa, Ia. (meat products) is testing its new Beef-'N-Vegetable Dinner in Syracuse, Milwaukee and Dallas, using radio and other media.

Thank You, Mr. Patterson



NATIONAL BROADCASTING COMPANY, INC.
A RADIO CORPORATION OF AMERICA SUBSIDIARY
RCA BUILDING
30 ROCKEFELLER PLAZA
NEW YORK

RICHARD C. PATTERSON, JR.
EXECUTIVE VICE PRESIDENT

April 29 1935

George Burbach Esq
St Louis Post Dispatch
St Louis Mo

Dear Mr. Burbach:

Edgar Kobak has just sent me a number of your KSD censorship announcements. I have read them with much interest and want to congratulate you. You are doing an outstanding job of censoring advertising on the air, and I hope that as time goes on an increasing number of stations will see the wisdom of such a policy.

With best wishes.

Faithfully yours

H. H. Patterson Jr.

All advertising offered for broadcasting from Station KSD is subject to rigid censorship regulations. Nothing will be accepted which is misleading, deceptive, repulsive or suggestive, or that which attacks the integrity of persons, institutions or merchandise. Advertisers using the facilities of KSD are, therefore, assured that the text of business announcements will be comparable with the high quality which has characterized KSD entertainment programs.

KSD

St. Louis' Distinguished Broadcasting Station

Station KSD—St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.

EDWARD PETRY & CO., NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK CHICAGO DETROIT SAN FRANCISCO

Extension of ASCAP's Fees Until 1936 Being Considered

Chance of Consent Decree Increase at Date of Trial In Federal Court on Monopoly Charge Draws Near

EXTENSION of existing contracts for the right to perform music controlled by ASCAP until the conclusion of pending litigation involving the music combine's legality is being considered by the board of directors of ASCAP as a means of avoiding further turmoil for broadcasting stations. Such a proposal, made by the Copyright Committee of the NAB on May 23 to the ASCAP radio committee, now is under consideration with the likelihood of an answer prior to the opening of the Department of Justice anti-trust trial against ASCAP which begins in New York June 10.

While current contracts, calling for 5% of the "net receipts" of stations, plus an arbitrary sustaining fee, ordinarily would expire on Aug. 31, ASCAP has agreed already to extend them until Dec. 31, 1935, on the same basis. This date coincides with the date on which present contracts between ASCAP and its publisher and composer members expire.

Loud-speaker Decoy

RECORDINGS of two mated geese, sent through loud-speakers, lure flocks to the Cape Cod hideout of Tobe Deutschman, equipment manufacturers. When four speakers are tuned on at once, an impression of thousands of chattering birds is created and the roving geese throng to the shooting station. Then the guns begin to bark.

ASCAP Revenue

IT IS ESTIMATED that during the current 12-month period, ASCAP will derive between $2,500,000 and $3,000,000 for radio performing rights. This is an increase of more than 200% over the flat fees paid prior to the writing of the three-year contracts which became effective in September, 1932.

At the May 23 meeting, which followed a series of sessions held during the preceding fortnight at the invitation of ASCAP, Otto Harbach, as chairman of the ASCAP committee, agreed to submit the NAB extension proposition to his board with a reply expected during the following week.

Stations now are being offered the contract extensions until Dec. 31, in accordance with the agreement reached May 20 by Philip G. Loucks, NAB managing director and E. C. Mills, ASCAP general manager. At that time the form of contract extension was approved. Mr. Loucks declared that stations in their judgment may execute these contract extensions and return them if they so desire.

Meanwhile, plans are being made for the trial of the anti-trust suit beginning June 10 before a justice of the Federal District Court for the Southern District of New York. The government case is being whipped into shape by Andrew W. Bennett, special assistant to the Attorney General, and some 50 witnesses for the government already have been subpoenaed, including broadcasters, motion picture exhibitors, hotel people, "small users" of music, such as delicatessen, boot-black and other merchants who use radio incidentally in their businesses. The main case for the defense is being handled by Nathan Burkan, ASCAP general counsel, and his associate, Arthur Schwartz.

Consent Decree?

WHILE ASCAP appears to be adament on the subject, there is still a strong possibility that the case will not go to trial and that a consent decree will be negotiated. If such a decree is executed with the approval of the court it doubtlessly will be on the basis of substituting for the existing percentage basis plus sustaining fee a "measured service" or "per piece" plan. Under it broadcasters and perhaps other users, would pay royalties at a predetermined price for such ASCAP music as they use. Thus the greatest objection to ASCAP would be overcome, since broadcasters and others complain that they are forced to pay a percentage of their entire income whether or not ASCAP music is in any way involved.

Broadcasters, through the copyright committee, and Joseph A. Hostetler, of Cleveland, copyright counsel, and Mr. Loucks, have insisted that if a consent decree is entered it must include this "measured service" basis. That is mainly because the government in its suit makes such a suggestion as the proper method as against what it alleges to be "price fixing" on the part of ASCAP now, with a monopolistic rather than a competitive situation in the music industry.

Because of the possibility of some action, particularly in connection with extension of current licenses during the pendency of the litigation, the NAB executive committee comprising J. Truman Ward, president, Isaac D. Levy, treasurer, and Mr. Loucks has notified all members of the board to be in readiness for a board meeting calling in the immediate future. Where or when this meeting will be held depends upon developments.

Possible Legislation

THE COPYRIGHT committee comprises Alfred J. McCosker, WOR, Newark, chairman; Messrs. Ward and Levy; Edward A. Allen, WLVA, Lynchburg; I. Z. Buckwalter, WGAL, Lancaster, Pa.; Walter J. Damm, WTMJ, Milwaukee, and F. M. Russell, NBC vice president, Washington.

On the third copyright front—legislative—action is imminent. The Duffy Bill (S. 2465), which would drastically amend the existing copyright law by removing the mandatory infringement fine of $250, and thereby strip ASCAP of much of its arbitrary power, seems on the road to Senatorial approval without any sweeping change. Now in the hands of the Senate Patents Committee, the measure probably will not go to formal hearing. Opponents, including ASCAP and the Authors League, have submitted their objections in brief form.

Mr. Loucks, Edward Kuykendall, president of the Motion Picture Theatre Owners of America, and Harry P. Somerville, chairman of the legislative committee of the American Hotel Association, informed members of the Patents Committee during the week of May 20 that they endorsed the bill as drafted by the State Department, and urged immediate enactment. The reaction was viewed as favorable. Committee action, reporting the measure favorably, is foreseen within the next week.

Nestles on West Coast

NESTLES MILK PRODUCTS Inc., New York (Alpine Milk), has started a 13-week campaign on ten Pacific Coast stations, using three weekly, five-minute transcriptions under the title *What-to-Do-When*. A premium gift book listing many household products that may be exchanged for Alpine Milk coupons is offered. To tie-up this program with local dealer problems, off-the-transcription announcements are made at each station. Stations using the feature are KMED, KOIN, KFRC, KHJ, KFBK, KMJ, KERN, KWG, KFSD, and KIEM. Lord & Thomas, San Francisco, is the agency.

12 MAJOR STATIONS for 12 MAJOR MARKETS!

SBS Radio Coverage Dove-Tails with Southwestern Sales Strategy!

The national manufacturer soon learns that the long distances between important markets encountered in the Southwest, call for revamping his usual sales and merchandising set-up!

He can't use only two or three jobbers or distributors—two or three newspapers—or two or three radio stations! He finds that he must sell—and advertise—intensively—in widely separated, individual markets.

In looking over the above SBS map, remember that it covers an area 1,040 miles east to west by 928 miles north to south. Then, you'll see why the SBS Network of 12 important stations serving 12 major markets is necessary to give you *effective radio coverage* of the responsive Southwest market!

Let us give you all of the facts!

SOUTHWEST BROADCASTING SYSTEM

LEE H. ARMER, President, Fort Worth, Texas

JOHN BLAIR & COMPANY, National Representatives

New York Chicago Detroit San Francisco

To Serve Well the Public Interest

By adhering steadfastly to this first tenet of radio broadcasting, the National Broadcasting Company best serves the interests of its clients

THE RESPONSIBILITY for the development of radio broadcasting as we know it today was originally vested in the National Broadcasting Company. As the first to establish mass radio communication and advertising on a national scale, the company early recognized the need for discretion in the use of its forces. Thus, the setting up of standards and the shaping of policies for programs and advertising messages demanded the most careful consideration. For, a large part of the destiny of the entire radio broadcasting industry was in its hands.

And so, from the beginning, the National Broadcasting Company has directed its course along channels which it believed led to the clearest sailing. Program and advertising policies were based on one fundamental: to serve well the interest of the public, for in so doing the interests of advertisers, stations and NBC are best served.

That adherence to this ideal has been a success can be measured by two things: (1) the great public acceptance and recognition of NBC as the leader in radio entertainment and education; (2) the ever-increasing volume of business placed by advertisers—a tangible expression of their endorsement of NBC standards and policies. Without the one there could not be the other. The success of radio advertisers can only be in proportion to the public acceptance of the medium.

It has been gratifying to see the results of NBC's pioneering assume concrete form throughout the broadcasting industry. Greater care in the choosing of programs; better balancing of advertising messages and entertainment; more precise definition of types of products acceptable for broadcast advertising—these are three of the major accomplishments which are today making radio an even greater social and economic force.

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY • NEW YORK • WASHINGTON • CHICAGO • SAN FRANCISCO

EVERYWHERE!

● There is *no* place that Postal Telegraph cannot reach. Postal Telegraph not only covers 70,000 cities in the United States and 9,000 in Canada,* but it maintains its own telegraph offices, attended by a trained *telegraph* personnel in cities between which 95% of all the telegraph traffic of the country flows. There is no place for which Postal Telegraph will not accept and transmit your message with promptness...with dependability...with accuracy. Postal Telegraph not only offers efficient telegraph service within the borders of this country but through the great International System of which it is a part, it offers communication with the entire world...through the only combination of telegraph, cable and radio service under a single management in the United States.

*In Canada, through the Canadian Pacific Railway Telegraphs

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables · All America Cables · Mackay Radio

President Nominates Mr. Prall For Seven-Year Term on FCC

Confirmation by the Senate Is Considered Automatic; Western States Seeking Member on Commission

CHAIRMAN ANNING S. PRALL of the FCC on May 23 was nominated by President Roosevelt for reappointment as an FCC member for a seven-year term from July 1. His confirmation by the Senate is considered practically automatic.

The reappointment of Mr. Prall has long been considered a foregone conclusion despite the fact that notice recently was served by the Paulist Fathers (WLWL, New York) that they would block all FCC members because of the failure of their full-time operation scheme without a hearing. Moreover, it is understood that Mr. Prall's reappointment was opposed by a member of the FCC.

The White House departed from regular procedure in submitting Mr. Prall's nomination six weeks prior to the expiration of his current term. It is believed this was done because of reports of internal conflict on the FCC, provoked largely by differences between Chairman Prall and George Henry Payne, vice chairman of the Telegraph Division, a Progressive Republican, also of New York. Mr. Payne's term expires next July 1.

CHAIRMAN PRALL

Western Representation

LAST January when the Senate Interstate Commerce Committee held hearings in connection with confirmation of six members of the FCC (Mr. Prall already had been confirmed) a number of Western Senators protested against the lack of Western representation on the FCC while there were two members from New York, three from the South, one from Ohio and one from Connecticut. It was made apparent afterward then that one of the early vacancies would be filled by a Westerner.

Mr. Prall's reappointment means that the next opportunity that will arise to appease the demands of the Western states, unless there are resignations or other unforeseen occurrences, will be with the expiration of Mr. Payne's term. Mr. Payne was author of the drastic "two-year" rule, under which FCC personnel departing from the agency after July 1, 1935, will be disbarred from any sort of practice before it for two years from their date of departure.

Mr. Prall joined the FCC last January, succeeding Hampson Gary, of Texas, who had been given an interim appointment until Mr. Prall, then a member of Congress from New York with a 12-year standing, could qualify for the post. He was named chairman on March 8, after Judge E. O. Sykes had relinquished that post, President Roosevelt appointed him chairman for a one-year period from March 11, the date he was sworn in, thus automatically providing for his reappointment as a FCC member as of July 1.

As a result of Mr. Prall's reappointment it is expected that the FCC will be restored to harmonious operation. The Broadcast Division, it is understood, will remain intact with Judge Sykes as chairman, former Gov. Norman S. Case as vice chairman, and Mr. Prall as the third member and member of the other two divisions. Talk about another change on the Broadcast Division, supplementing that of last March, has disappeared.

A number of FCC employes, including Paul D. P. Spearman, still are contemplating leaving the FCC prior to July 1 when the two-year rule becomes effective. Mr. Spearman has indicated his intention of returning to private practice of law upon completion of a year's service on the FCC. When he assumed the post last year he informed friends of this intention.

WOR's Summer Business Shows Increase of 40%

SUMMER business of WOR, Newark, is 40% above the 1934 figure, with the increase traced to higher power and better coverage, resort coverage and spread of auto radios, and affiliation with Mutual. Since installation of the 50 kw. transmitter the number of sponsored hours for the first four months of the year increased 30% above the same period last year, although the new transmitter did not open until March 4.

About 80% of the station's time is sponsored by national advertisers. Sponsored time in April totaled 247 hours, a 9.5% gain over March and 56.8% gain over April 1934.

RCA Declares Dividend

RCA MFG. Co. on May 24 declared the regular dividend for the second quarter on its A preferred, amounting to 87½c a share.

QUESTIONS that have been asked about the *NBC Network Aireas* published recently by NBC are answered in a supplementary brochure titled *Every Good Question Deserves an Answer.*

UNITED PRESS

NEWS

COVERAGE

ENCIRCLES

THE

GLOBE

•

UNITED PRESS

IN A business that sells minutes and hours, minutes and hours are valuable. . . . Can you clear that coast chain for a Saturday evening program? Can you get three scripts delivered before the customer sails?

Turn to your telephone. The whole broadcasting industry is at the other end of it. In approximately a minute and a half (average time required to reach out-of-town telephones last year) you can talk to any one, anywhere. Three hundred or three thousand miles. Get the answers, discuss details, make decisions, and be free for other affairs. It pays. Try it today.

AMERICAN TELEPHONE & TELEGRAPH CO. AND ASSOCIATED COMPANIES — BELL SYSTEM

Ward Baking Co. Tests Spot Series in Midwest

WARD BAKING Corp., New York, is experimenting with spot programs featuring local talent in M dwestern cities. The first program, over WAIU, Columbus, O., was titled *Spectator*, a news report with emphasis on the local angle 15 minutes once a day. It was renewed May 20 for another 13 weeks. Another spot was to be taken later in the day, making two 15-minute programs a day. The sponsor has an agreement with WAIU whereby no competitor of Ward will be allowed to sponsor a program over WAIU while the bakery is a client.

Success of the WAIU program prompted the sponsor to start a similar series on WJR, Detroit, called *Friendly Counselor*, 15 minutes Tuesdays to Saturdays inclusive at 10-10:15 a. m. This series has also received an excellent response. The sponsor is considering another program for Jacksonville. Fletcher and Ellis Inc., New York, is the agency.

WMCA-WIP Accounts

THIRTEEN hours weekly of commercial programs are being broadcast over the WMCA, New York-WIP, Philadelphia tieup, in addition to several sustaining programs which are exchanged. Largest user of time is Rev. George A. Palmer, Philadelphia, using an hour every morning except Sunday. Other advertisers on the twin stations are Health Aids Inc., Fitch Publishing Co., Dr. Howard D. Norton, Rev. Percy Crawford and Reformation Fellowship. WCBM, Baltimore; WDEL, Wilmington, Del., and WOL, Washington, now receiving station programs from WMCA, in no way affect the relationship between WIP and WMCA, having made independent arrangements with WMCA for sustaining service but receiving none of the programs originating at WIP.

Colgate Contest

A MYSTERY solving contest introduced by Colgate-Palmolive-Peet Co., Jersey City, (Colgate dental powder) was started May 31 on WOR, Newark. The first program goes on at 7:30 p. m. for 15 minutes and in this time the listener is to watch for clues. The second program, solving the mystery, goes on the air at 9:15 p. m., for 15 minutes. The person who sends in the correct solution in the least number of words in the earliest possible time after the 7:15 p. m. broadcast is completed is judged the winner. All solutions must be sent in by wire and the time marked on the telegram will be used to ascertain which solution was filed earliest. Benton & Bowles Inc., is the agency.

Phillips Flour Series

PHILLIPS MILLING Co., San Francisco (flour) for the first time in its history is including radio in its advertising schedule and is using a 15-minute recording spot on KJBS, San Francisco, Wednesdays, 10:15-10:30 a. m., supplemented by spot announcements. Emil Brisacher & Staff, San Francisco, is the agency.

Mexican Broadcast Ruled Inoffensive

Broadcast Division Cites Legal Precedent For Its Finding

QUOTING legal precedent for its action the Broadcast Division of the FCC ruled May 27 that the Mexican government program broadcast over the NBC-WJZ network on March 21 which allegedly contained obscene verse did not fall in the category of offenses necessitating punitive action.

In a letter to Father John B. Harney, president of WLWL, New York, and Superior of the Paulist Fathers, Judge E. O. Sykes, chairman of the Broadcast Division, stated that this conclusion had been reached after careful study. Father Harney, along with a delegation in Congress had complained of the broadcast, alleging that it was not only indecent, but was in the nature of foreign "propaganda".

Judge Sykes' Letter

The letter containing the ruling follows in full text:

The Commission has had under investigation the broadcast of a program sponsored by the Mexican Government which was originated by Station WJZ and carried by other members of the blue network of the National Broadcasting Company on the evening of March 21, 1935. The portion of this program referred to in your letter to the Commission was a song entitled, "En Elogio De Silves", sung in Spanish.

The question as to whether a matter which is broadcast is obscene or indecent must be determined by the application of the rule announced in *Duncan* v. *U. S.*, 48 Fed. (2d) 128, and other leading cases, which is as follows:

"The true test to determine whether a writing comes within the meaning of the statutes is whether its language has a tendency to deprave and corrupt the morals of those whose minds are open to such influences and into whose hands it may fall by arousing or implanting in such minds obscene, lewd, or lascivious thoughts or desires."

The Commission, Broadcast Division, after careful study of all the facts and circumstances in connection with this broadcast, has reached the conclusion that the program does not fall within the above definition.

The Division desires to express its appreciation for your cooperation in directing its attention to this matter. Because of the large number of broadcasting and other stations, letters, such as yours, are very helpful in the duties of the Commission.

Blair Sees Spot Gain

JOHN BLAIR of Chicago, president of John Blair & Co., representatives, in San Francisco on May 20 to confer with Lindsey Spight, Pacific Coast manager of the organization, stated that spot broadcasting is increasing materially. Mr. Blair reported a "general feeling of gratification at the increased business which all stations, large and small, are experiencing", and stated that there is a tremendous pickup in spot broadcasting throughout the country. Many national chain advertisers are supplementing their efforts with live talent and spot announcement campaigns in strategic markets. The primary object of Mr. Blair's visit to the Pacific Coast was to inspect the new KNX, Hollywood.

Question:

HOW DOES RADIO KNX COME INTO YOUR AREA AT NIGHT?

Ross Federal Research Corporation interviewed 946 dealers of Ford, Chevrolet, and Plymouth cars; druggists and grocers in 144 towns located throughout the eleven Western States. All these towns were widely scattered throughout the entire area (excluding network cities) thus giving a true picture of KNX's blanket coverage.

CITY	GOOD	FAIR	POOR	DON'T KNOW
WASHINGTON				
Aberdeen	7	—	—	—
Bellingham	5	—	2	—
Bremerton	6	—	—	1
Centralia	7	—	—	—
Clarkston	4	1	—	—
Colville	7	—	—	—
Ellensburg	5	2	—	—
Everett	7	—	—	—
Mt. Vernon	5	2	—	—
Olympic	6	—	—	—
Pasco	6	—	—	1
Port Angeles	1	5	1	—
Port Townsend	7	—	—	—
Pullman	7	—	—	—
Raymond	6	—	1	—
Ritzville	7	—	—	—
Shelton	6	1	—	—
Walla Walla	7	—	—	—
Wenatchee	5	2	—	—
Yakima	6	1	—	—
TOTAL	117	14	4	2
IDAHO				
Caldwell	6	—	—	—
Leurston	6	—	1	—
Moscow	7	—	—	—
Pocatello	6	—	1	—
Preston	7	—	—	—
St. Anthony	7	—	—	—
Twin Falls	7	—	—	—
Wallace	6	—	1	—
Weiser	7	—	—	—
TOTAL	59	—	3	—
MONTANA				
Anaconda	6	—	1	—
Billings	2	4	1	—
Bozeman	6	—	1	—
Dillon	7	—	—	—
Glasgow	6	—	—	—
Glendive	6	—	—	—
Great Falls	7	—	—	—
Helena	7	—	—	—
Havre	7	—	—	—
Miles City	6	1	—	—
Missoula	7	—	—	—
Red Lodge	4	3	—	—
Shelby	7	—	—	—
Sidney	7	—	—	—
TOTAL	85	8	3	—
WYOMING				
Cheyenne	7	—	—	—
Douglas	7	—	—	—
Evanston	6	1	—	—
Laramie	4	—	—	3
Rawlins	7	—	—	—
Rock Springs	7	—	—	—
Sheridan	7	—	—	—
TOTAL	45	1	—	3
COLORADO				
Boulder	—	1	—	6
Brighton	2	2	—	3
Colorado Springs	3	—	—	4
Durango	7	—	—	—
Grand Junction	5	—	—	—
Las Animas	1	1	5	—
Montrose	4	1	2	—
Rocky Ford	6	1	—	—
Sterling	7	—	—	—
Trinidad	5	2	—	—
TOTAL	40	8	7	13
UTAH				
Brigham City	7	—	—	—
Cedar City	7	—	—	—
Eureka	7	—	—	—
Logan	6	1	—	—
Manti	3	2	—	—
Ogden	7	—	—	—
Park City	7	—	—	—
Price	7	—	—	—
Provo	7	—	—	—
St. George	6	—	—	—
TOTAL	64	3	—	—

CITY	GOOD	FAIR	POOR	DON'T KNOW
OREGON				
Albany	7	—	—	—
Astoria	7	—	—	—
Baker	7	—	—	—
Burns	7	—	—	—
Canyon City	2	—	—	—
Coquille	7	—	—	—
Corvallis	6	1	—	—
Eugene	7	—	—	—
Grants Pass	7	—	—	—
Heppner	7	—	—	—
Hood River	6	1	—	—
Klamath Falls	7	—	—	—
La Grande	6	1	—	—
Medford	6	1	—	—
Ontario	7	—	—	—
Pendleton	7	—	—	—
Roseburg	6	1	—	—
Salem	7	—	—	—
The Dalles	7	—	—	—
Tillamook	7	—	—	—
Toledo	6	—	—	—
TOTAL	136	5	—	—
NEW MEXICO				
Alamogordo	4	1	—	2
Albuquerque	2	5	—	—
Artesia	6	1	—	—
Gallup	7	—	—	—
Lordsburg	5	2	—	—
Roswell	7	—	—	—
Santa Fe	4	3	—	—
Silver City	7	—	—	—
TOTAL	42	12	—	2
ARIZONA				
Douglass	5	1	1	—
Fallbrook	7	—	—	—
Flagstaff	7	—	—	—
Kingman	6	—	—	—
Miami	4	—	—	—
Nogales	4	2	—	1
Phoenix	4	1	1	1
Prescott	2	—	1	—
Safford	7	—	—	—
Tucson	6	1	—	—
Yuma	5	2	—	—
TOTAL	57	7	3	2
NEVADA				
Carson City	7	—	—	—
Elko	7	—	—	—
Las Vegas	7	—	—	—
Reno	7	—	—	—
Tonopah	6	—	—	—
TOTAL	34	—	—	—
NORTHERN CALIFORNIA				
Alturas	7	—	—	—
Auburn	6	1	—	—
Crescent City	7	—	—	—
Eureka	9	—	—	—
Lakeport	7	—	—	—
Marysville	7	—	—	—
Modesto	4	3	—	—
Napa	3	3	1	—
Redding	7	—	—	—
Salinas	7	—	—	—
San Jose	4	1	1	1
Santa Cruz	7	—	—	—
Santa Rosa	3	—	2	2
Sonora	7	—	—	—
Tulare	7	—	—	—
Ukiah	7	—	—	—
Visalia	7	—	—	—
Weed	7	—	—	—
Yuba City	4	—	—	—
TOTAL	117	8	4	3
SOUTHERN CALIFORNIA				
Brawley	6	—	—	1
Riverside	5	—	2	—
San Bernardino	2	1	3	1
Santa Maria	7	—	—	—
Ventura	6	—	1	—
TOTAL	26	1	6	2
GRAND TOTAL	**822**	**67**	**30**	**27**

★

Stars mark metropolitan districts in which are located Basic Chain Stations. KNX makes no claim whatsoever to coverage in these areas. Totaled they represent but 33.7% of the Radio Families of the eleven Western States.

●

66.3% of the Radio Families of the eleven Western States live in the KNX night time service area.

KNX

THE 50,000 WATT VOICE OF HOLLYWOOD

JOHN BLAIR & COMPANY—NATIONAL REPRESENTATIVES

NEW YORK
342 Madison Avenue

DETROIT
New Center Building

CHICAGO
520 No. Michigan Blvd.

SAN FRANCISCO
485 California

Advertisers who got Results from Summer Schedules on WLS

These are only a few, of course—but their records amply indicate what others can do on this station. If you have a product or service that people can use in the summer WLS definitely can assure you an audience—of *buyers!*

1. *Canning Jar:* Advertised over WLS seasonally since 1930. The agency says: "WLS is one of the two best stations we have ever used."

2. *Railway System:* 4312 inquiries concerning its passenger service from a small summer schedule in 1933; 8216 inquiries in 1934.

3. *Warm-weather Dessert:* Prepared for serving in mechanical refrigerators. Sales "boomed" in Chicago as a result of its WLS campaign last summer; stayed on WLS out-of-season.

4. *Automobile Radio:* Writes the manufacturer: "Our distributors show a gratifying increase in business in this territory."

5. *Baking Yeast:* Test campaign on WLS last summer. Three renewals—now network. Writes the agency: "Cost per inquiry is far below expectations."

These five summer advertisers—plus seven or eight others —are discussed in our new illustrated booklet titled "Heat Waves and Air Waves." Included, also, is a page of valuable market data. Do you have a copy?

THE PRAIRIE FARMER STATION
1230 WASHINGTON BLVD CHICAGO, ILLINOIS
BURRIDGE D BUTLER, President · · GLENN SNYDER, Manager
NEW YORK OFFICE Graham A Robertson, 250 Park Ave

Joint Committee to Develop Plan for Cultural Broadcasts

Two-day Conference Leads to Appointment of Group; Raising of Broadcast Standards Is Commended

Mr. Studebaker

WITH Dr. John W. Studebaker, U. S. Commissioner of Education, as its chairman, a committee of approximately 30 broadcasters, educators and others identified with non-profit broadcasting will be named shortly to devise plans for cooperative use of existing radio facilities in furthering educational and cultural programs.

This was the decision reached by the Broadcast Division of the FCC following the two-day conference May 15 and 16 at which this subject was discussed. The conference was called by the FCC in compliance with its report to Congress last January in which it recommended against specific allocations of time or facilities for educational use and announced its intention of calling a national meeting to devise definite cooperative plans to enhance the educational value of radio.

Some 40 educators, broadcasters, clerics and others interested in the sessions testified before the Broadcast Division. While the division chairman, Judge E. O. Sykes, announced at the outset that the conference was called solely to work out a cooperative plan utilizing existing facilities, there nevertheless were presented several illusory propositions, one by the Joy Elmer Morgan educational group for a government network, and another by Father John B. Harney, Superior of the Paulist Fathers, for use of 50% of all evening time for educational and cultural programs under Federal mandate.

Cooperative Plan

AS SPOKESMAN for the broadcasting industry, J. Truman Ward, NAB president, advocated a cooperative movement, espoused from the beginning of the controversy between educators and broadcasters, and suggested that the task be assigned a committee under FCC auspices. The same proposal was subscribed to by the vast majority of those who testified, with only a few exceptions, such as those of the Morgan and Harney groups.

In adjourning the hearing, Judge Sykes said he felt much good would come from cooperation and agreement on educational programs, both nationally and locally. He said that the conference would recess, "possibly to be called at a further time to consider the reports of the committee."

High praise for the steps of the networks to eliminate certain types of programs and rigidly supervise others, notably the statement of policies of CBS, was voiced by several educators. From the American Medical Association came condemnation of certain proprietary accounts, mentioned by name.

Father Harney, whose Catholic order operates WLWL, New York, a persistent applicant for improved facilities, now understood to be engaged in conducting a vigorous lobby in Congress against commercial broadcasting, launched a tirade against the networks alleging monopoly and against BROADCASTING. In the latter instance, he charged this publication with misstatements of the facts in connection with WLWL operation. (The text of this portion of his statement is published below.)

Medical Viewpoint

VIEWS of the American Medical Association were advanced by W. W. Bauer, M.D., director of the Bureau of Health & Public Institution of the organization, and by Dr. Arthur J. Cramp, director of its Bureau of Investigation. Dr. Bauer pointed out that A. M. A. has broadcast extensively over facilities contributed by the networks and by individual stations. While "duly appreciating" the cooperation of the broadcasting industry, he said the A. M. A. nevertheless "is constrained to represent to the Commission that certain practices and situations in the field of educational broadcasting require attention and should be modified if possible in the interest of the listening public."

Briefly, his complaints were that speakers on scientific topics are "limited" in what they say, notably in connection with venereal disease and that speakers are required to accept "censorship" from broadcasters. He suggested that the FCC make provisions whereby AMA speakers would have "complete freedom" to talk of anything they like, without liability on the part of broadcasters; whereby venereal diseases and their prevention may be discussed; and have free access to the filed copies of radio addresses which have been made, particularly in connection with medical service "schemes".

Dr. Cramp devoted the major part of his statement to an attack upon patent medicine broadcasting. He submitted transcripts of the advertising parts of patent medicine broadcasts made during the "past two or three weeks" for "Peruna", "Willard's Tablets", "Ex-Lax", "Alka-Seltzer" and "Crazy Crystals", analyzing and discussing each.

"The preparations that have been specifically dealt with are by no means the most objectionable of the 'patent medicines' that are advertised over the radio," he said. "They were purposely picked out because they seemed to be a fair cross-section of 'patent medicine' broadcasting and by no means the most pernicious examples."

Radio's Appeal

"RADIO advertising of 'patent medicines' is more objectionable than newspaper advertising of the same products," Dr. Cramp asserted. "Many newspapers, as a matter of enlightened self-interest, have developed certain standards of decency and censorship that

(*Continued on page 40*)

NEW SUMMER PROFITS!

. . . SAVE ON SUSTAINING PROGRAMS!
. . . EARN ON SPONSORED PROGRAMS!

MORE THAN 50 LEADING STATIONS ARE NOW USING *Standard Program Library Service*

WTMJ Milwaukee
WXYZ Detroit
WIBM Jackson
WFBM Indianapolis
WMBD Peoria
KMOX St. Louis
WCOL-WBNS Columbus
WBBM Chicago
KFWB Los Angeles
WPTF Raleigh
KTAB San Francisco
WREC Memphis
KCRC Enid
WTCN Minneapolis
WNAC-WAAB Boston
WEAN Providence
WICC Bridgeport
WPAY Portsmouth
KGW-KEX Portland
WOC Davenport
KOMO-KJR Seattle
KHQ-KGA Spokane
KSO-KRNT Des Moines
KTUL Tulsa
KGFF Shawnee
WOW Omaha
KGHL Billings
KMBC-W9XBY Kansas City
WAIM Anderson
WIBW Topeka
WIOD Miami
KSL Salt Lake City
WJTL Atlanta
KLZ Denver
KTAR Phoenix
WSM Nashville
WFDF Flint
KGHI Little Rock
WFAA Dallas
WHEC Rochester
WEBR Buffalo
WKRC Cincinnati
WCAE Pittsburgh
WINS New York
XEBC Agua Caliente

● No matter how greatly the summer months disturb a station's schedule everyone can come through with actual profits with the STANDARD PROGRAM LIBRARY. With this amazingly complete service every type of musical program is instantly at hand—and at remarkably low cost!

This Program service brings you Hollywood's finest recording orchestras, vocal soloists of accepted commercial appeal, and other talent known to be successful in holding and gaining listeners. Finest mechanical quality is assured by RCA-Victor recording and low-surface Victrolac prints.

Already more than 50 leading American broadcasters are using STANDARD PROGRAM LIBRARY SERVICE, and are enthusiastic over the ease and flexibility with which it builds both sponsored and sustaining programs.

We invite you to investigate now quality, completeness and low cost of this Program Library.

● *If you want exclusive use of this outstanding service in your territory at the present prevailing low rates communicate immediately with us.*

STANDARD RADIO ADVERTISING COMPANY, INC.
6404 HOLLYWOOD BLVD., HOLLYWOOD, CALIF. • 180 NORTH MICHIGAN AVE., CHICAGO, ILLINOIS
—Representatives—
KASPER-GORDON 140 North Boylston Ave., Boston, Mass. • CONQUEST ALLIANCE 515 Madison Ave., New York City, N. Y.

TERRIBLE TESTIMONIALS...No. 1

Since I started broadcasting, the popularity of K.F.W.B. has doubled. This week I got two fan letters. Last week I only got one.

Joan Blondell

If KFWB is Southern California's most popular independent station, some of the credit is due to Miss Blondell and other big time screen stars who, because of our Motion Picture Studio ownership are frequently and informally heard over this station.

KFWB

A GOOD SPOT FOR YOUR ADVERTISING

LOS ANGELES

Owned and Operated by Warner Bros. Motion Picture Studios
Free & Sleininger, Exclusive Representatives

Television Tests

WESTINGHOUSE will launch extensive visual broadcasting experiments in the ultra-high frequencies in conjunction with three of its stations—KDKA, Pittsburgh, KYW, Philadelphia, and WBZ-WBZA, Boston—according to an announcement May 18. To operate in the 55.5 megacycle band, the stations will have apparatus not only for television and facsimile experimentation but also for five-meter broadcast transmission through use of relay and repeater stations.

Gains in Spot Business In Autumn Are Foreseen

L. CY WHITAKER, sales manager of MacGregor & Sollie, San Francisco transcription producers, who has just completed a three-month nation-wide survey of radio stations, advertising agencies and large users of radio time, reports that radio is looming large in advertising plans for the fall and winter.

The trend in programs, according to Whitaker, seems to be toward a lighter form of dramatic serials and skits, with children's programs leading in favor, and dance bands running a close second. Vocalists with dance bands are overdone, he said, and will be eliminated from MacGregor & Sollie productions this season. Variety and revue shows are also overdone, he stated, and have decreased in popularity chiefly on account of their cost. Comedy acts also are losing their hold on the public, he believes. Whitaker reported sales of radio time are steadily increasing and every indication points to a big increase in spot transcriptions.

Film Group Starts Television Survey

HOLLYWOOD film studios in May launched a survey of television on a cooperative basis with costs divided among the major plants. The results will be published during the summer in a report to the film industry, with the possibility of a second and confidential report being made to the "inner circle" of filmdom at the same time.

The committee was selected by the Academy of Motion Picture Arts and Sciences with Carl Dreher, RKO's chief sound engineer, as chairman and N. M. LaPorte, Paramount research director, as vice-chairman. Members include Gordon Chambers, Hollis Moyne, J. C. Frayne and R. C. Wellman, representing ERPI, Eastman Kodak and RCA.

A majority of the committee will spend a month in the East on a tour of television transmitters, conferring with experts. Don Gledhill, executive secretary of the Academy, announced that the committee will give particular attention first, to the possible effect of television from a standpoint of entertainment and, secondly, the degree of perfection already attained.

Mr. Gledhill said: "The technical development is important only insofar as it will affect the use of film product in the future or the theatergoing of film followers. Thus the investigation will be exhaustive on the entertainment question."

WNEW Pays Band Tax

WNEW, Newark, on May 20 began paying the musicians' tax for its *Dance Parade*, being the first station to come to an agreement with the union on the fee for remote broadcasts. The program lasts 5½ hours, with continuous dance music.

NEW CABLE FOR TELEVISION

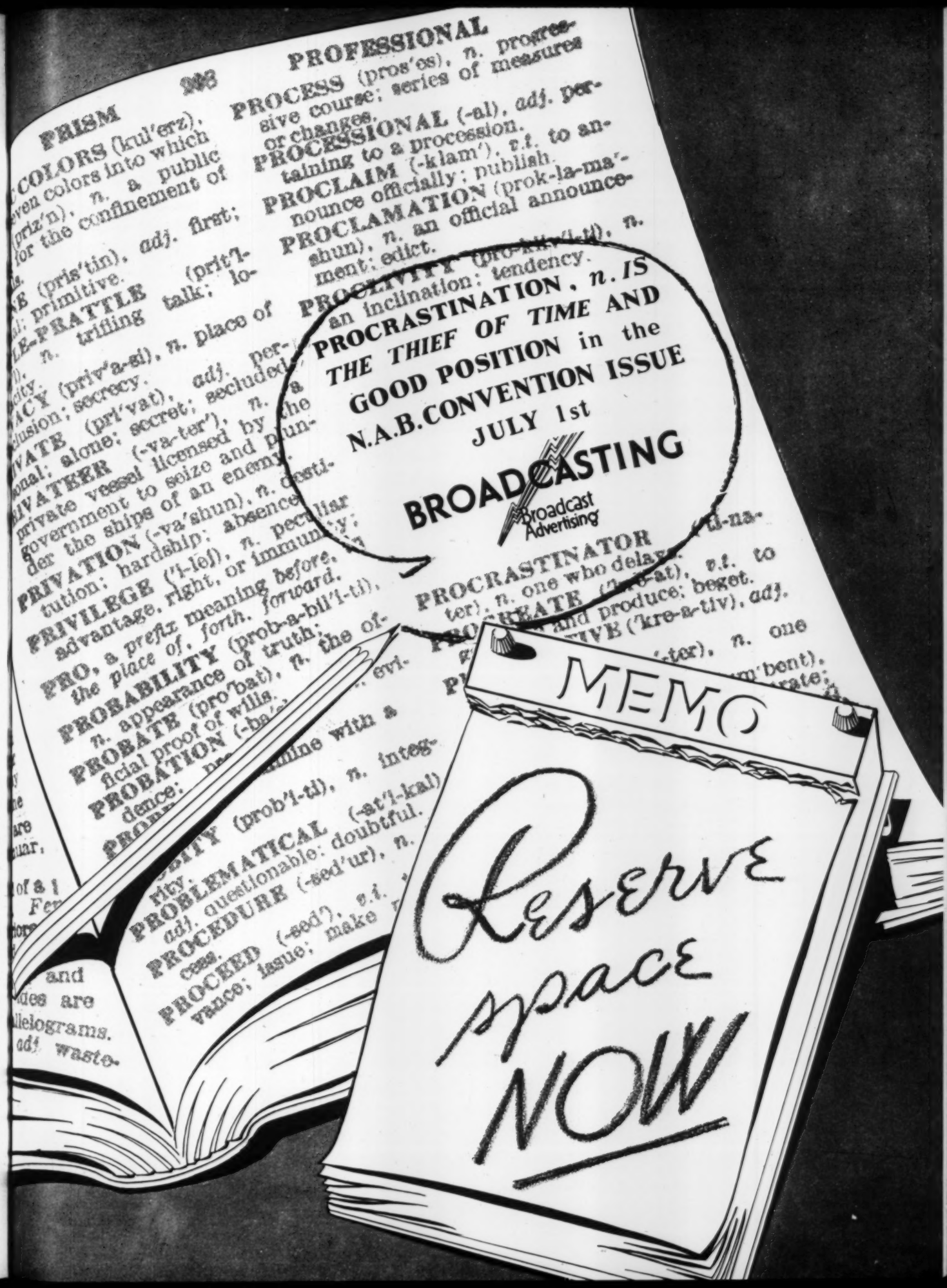
Bell Laboratories Develop New High-precision Method For Transmission of Visual Service

DEVELOPMENT of a high-precision cable, declared to be capable of transmission of television frequencies and pave the way for ultimate chain television broadcasting, was disclosed in an application filed with the FCC May 16 by the A. T. & T. and the New York Telephone Co. The application seeks authority to lay a coaxial cable between New York and Philadelphia for experimental use.

The application comes on the heels of the RCA announcement that it will spend $1,000,000 in television experimentation and locate a station in the area between New York and Philadelphia. Development of a cable of sufficient capacity to carry television images has been one of the principal obstacles in contemplated projects for nation-wide television analagous to sound broadcasting.

The A. T. & T. application said the cable could be placed in operation by March, 1936, if the necessary authority is procured. Its use, said the application, "would make the United States the pioneer in the cable transmission of television." Its cost was estimated at $290,000 for development and manufacture, with $70,000 additional for terminal equipment. The cable would "make possible for the first time the transmission over a cable type of circuit for long distance a television image of good definition," it was added. Repeaters would be required every ten miles to revitalize the visual impulses.

The cable is said to consist of special forms of sheathed conductors, wide bands of repeaters of unusual stability and fidelity and new types of terminal apparatus. In telephone, rather than visual use, the cable is said to permit the transmission of 200 or more simultaneous telephone conversations over a pair of wires, as against three simultaneous conversations over the existing multiplex system on a single wire.


PROFESSIONAL
PRISM
PROCESS (pros'es), n. progressive course; series of measures or changes.
PROCESSIONAL (-al), adj. pertaining to a procession.
PROCLAIM (-klam'), v.t. to announce officially; publish.
PROCLAMATION (prok-la-ma'-shun), n. an official announcement; edict.
PROCLIVITY (pro-kliv'i-ti), n. an inclination; tendency.
PROCRASTINATION, n. IS THE THIEF OF TIME AND GOOD POSITION in the N.A.B. CONVENTION ISSUE JULY 1st
BROADCASTING
Broadcast Advertising
PROCRASTINATOR
PROCREATE
PROCTOR
MEMO
Reserve space NOW

"The bigger they are,

harder they fall"

true of markets as well as men

● New York, Chicago, Philadelphia, Detroit, and on down to Pittsburgh—the Big Ten of American cities—these are the markets where sales curves are bent or boosted—where an added 2% of the potential volume may mean an added 20% to your profits.

Especially in these key cities are the gods of sales usually on the side of the manufacturer with the biggest radio advertising campaign. For in these ten tactical towns radios are found in more than 95.7 of all homes—with 76% of these 6,860,000 sets tuned in daily.

By every impartial survey in this group of markets the giant stations of the Columbia Broadcasting System are ranked first in popularity.

Perhaps that's why American advertisers spend more for Columbia coverage than for any other network. Why nearly twice as many of the 100 largest advertisers use CBS as any other chain. Why Columbia sales for the last quarter of 1934 were the greatest which any network had ever enjoyed, yet were soon eclipsed by the even larger volume which advertisers brought to Columbia during the first quarter of 1935.

Don't you think that your business too would benefit by the huge sales influence of the world's largest broadcasting system?

THE COLUMBIA BROADCASTING SYSTEM

BROADCASTING and Broadcast Advertising

Published Semi-Monthly by
BROADCASTING PUBLICATIONS, Inc.

National Press Bldg. ● Washington, D. C.
Telephone—MEtropolitan 1022

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
F. G. TAYLOR, Advertising Manager

Executive and Editorial Offices: National Press Building, Washington, D. C.
Subscription Price: $3.00 per year-15c a copy-Copyright, 1935, by Broadcasting Publications, Inc.
EUGENE V. COGLEY, National Advertising Representative, National Press Bldg., Washington, D. C.
J. FRANK BEATTY, Managing Editor ● BERNARD PLATT, Circulation Manager

Program Policy Trend

NOT SINCE the beginning of commercial broadcasting has there been so healthy a sign as the general trend toward rigid internal control of program policies now so apparent.

The industry has grown in stature, influence and income so that it can now exert the kind of self-imposed regulation it has long wanted but could not afford. Not unlike the printed media, broadcasters as a group up to the present have been unable to reject accounts that meant the difference between profit and loss.

CBS' statement of policies of a fortnight ago has struck a responsive chord. The statement was frank and courageous. Other stations are studying it for their own guidance. It was the well-timed punch that was needed.

The CBS declarations were the crystallization of a movement that long has been apparent within the industry. A year and a half ago, for example, NBC issued a statement of its program policies aimed at the same goal of good taste, integrity and quality in programs. It followed that up with the establishment of a department of continuity acceptance. Both networks long ago decided that they would forego laxative programs, but they had to await contract expiration and protect themselves until such time as replacement business appeared imminent.

Broadcasters have no apologies to make to their advertisers by invoking rigid restrictions. The demand for radio time is the answer. That demand exists because of proved results. In the long run (and it shouldn't be so long at that judging from time demands) it will pay dividends, not only in increased business, but in security, stability and audience satisfaction.

* * *

WE ARE inclined to believe that the FCC, responsible in no small measure for the spurt in program reforms, will not run rampant in its cleansing campaign. Some 100 stations are on the carpet because of questionable programs — 21 of them in the case of Marmola broadcasts. It looked pretty bad last April when the FCC started on the war path. It is our considered judgment, after sounding the FCC sentiment, that there will be no steps that will mean loss of investments in stations. Temporary licenses will be doled out in extreme cases and the ax may even fall in a case or two in which palpable disregard of the public service obligation is exposed.

But the feeling is prevalent that the biggest part of the campaign is over. The idea of self-regulation appears to have gone across. More and more stations will fall in line. Besides the FCC for the first time has given an indication of where it stands and, more important, it proposes gradually to provide a yardstick by writing into its opinions statements of its position respecting the programs involved. This sounds like sensible procedure and sensible regulation. The clarified atmosphere will have a wholesome effect and will dispel the nightmares that have had the entire industry on edge.

Old ASCAP—Last Curtain

WITH its back to the wall and somewhat crowded by Uncle Sam's anti-trust suit, ASCAP seems to be very much on the defensive these days. What a change from it arrogant domineering and take-it-or-leave it attitude of the past when dealing with broadcasters on royalty contracts for the right to perform music over the air?

As it now stands, ASCAP has given the broadcasting industry an extension until Dec. 31 of the current contracts for the right to perform its music. The contracts would have expired Aug. 31. Now negotiations are in progress for a further extension of the 5% of "net receipts" until final adiudication of the sweeping government suit, which goes to trial beginning June 10. The matter is before the ASCAP board.

There is only one main issue before the court —price-fixing of music. ASCAP maintains it will go to trial and defend its position. But it is torn with internal dissension. Its biggest publishing group, controlled by Warner Bros., has been discussing a consent degree, which would obviate the trial if ASCAP went along. It may be consummated before June 10. If it does there will be provided, in all likelihood, a "per piece" method of music performance wherein the broadcaster pays for precisely what he uses in an open competitive market rather than a percentage of everything he takes in plus a sustaining fee.

ASCAP appears to be on its last legs as the hard-hearted music trust. Broadcasters and other copyright users are not looking for vengeance; they simply want to pay a fair price from what music they use on a business basis. Thanks to Uncle Sam, its brilliant and indefatigable young attorney, Andrew W. Bennett, and if you please, to the NAB, it finally looks like they will get their wish.

The Three R's in Radio

AFTER an eternity of controversy which magnified the problem out of all proportion to its actual status, the educational-radio issue seems headed for final solution. A committee operating under the aegis of the FCC will undertake to form a cooperative plan for more effective use of the ether for educational purposes.

It was last fall that the FCC Broadcast Division, acting pursuant to Congressional instruction, held exhaustive hearings on this subject with the focal issue that of whether fixed percentages of facilities should be allocated for the use of non-profit organizations or individuals. The FCC came back with an unequivocal "no". It urged cooperation.

Within the last fortnight a hearing to work out this cooperative means was held. It was clearly understood that the only issue was that of a cooperative plan, since the question of class allocations had been disposed of. Yet the Morgan-controlled educational group stepped forward with a plan for a government network, once again showing that the educators are still hopelessly split.

From the beginning this schism in educational ranks has prevented the accomplishment of a constructive campaign. The job of the FCC committee first will be to get a unanimity of view among the educators; the broadcasters have offered their cooperation as a unit from the start. It seems that the majority of the educators, those who appreciate conditions, favor the cooperative plan; only the outer fringe constitute the die-hard element.

Then the FCC committee should watch one other all-important phase of its future activity. The whole issue, we repeat, centers around educational broadcasting in its strictest sense and that means the work which the pedagogues undertake in collaboration with broadcasters. The personnel of the committee, yet to be selected, should be drawn only from educational and broadcasting ranks. Politics should not figure in it.

The committee's work will not embrace broader phases of programming that might be drawn into a general view of education. Broadcasters are obliged to render such public service and in so doing they present forums, debates, speeches and the like. These are utterly beyond the purview of the committee, as we understand it. Should the committee attempt to get into such matters, it soon will find itself hopelessly involved and the result will be non-action and more controversy.

Seven Years—A 'Natural'

ANNING S. PRALL has been nominated by President Roosevelt for a seven-year term from next July. Last January he first joined the FCC and three months later became its chairman. In that brief span the FCC has accomplished more than in any other period within our memory. This in spite of known friction on the board itself. Now most of that internal disturbance, happily, should end because Mr. Prall's status is settled for seven years anyway. It hasn't all been a bed of roses for those subject to FCC regulation since the turn of the year. But none can say that Mr. Prall did not pursue his duty as he saw it. We are gratified over his reappointment — a view, we believe, in which the industry heartily concurs.

We Pay Our Respects To —

BURTON KENDALL WHEELER

IT IS the boiling of the old legislative cauldron down in Washington that causes broadcasters and their clients no end of mental anguish during Congressional sessions. At the outset of this session when a new radio chef began to stir things up as chairman of the Senate Interstate Commerce Committee there was much speculation about what would happen to an already over-regulated industry that had become a prize topic of congressional conversation.

Burton Kendall Wheeler, Democrat of Montana, who had acquired a reputation for action as wild and woolly as his home state, had succeeded to the chairmanship of the committee in which radio legislation originates. For more than a decade his name had been emblazoned across newspaper front pages as an enemy of the "trusts" and as a progressive who espoused government in business. The reputation he acquired as a prosecutor in several Senate investigations placed him in a class by himself in that line.

There was just one thing the broadcasting industry wanted to learn about Senator Wheeler. He gave the answer himself during the hearings last January on confirmation of FCC members, saying he was opposed to government ownership or operation of stations. There was a big sigh of relief. But he was pretty pointed in certain other observations. He doesn't care about newspapers owning stations, he said, and he has indicated repeatedly that he might do something about it in a legislative way. He thought the old Radio Commission was guilty of too many political plays—and said so. There has been action along that line too.

Senator Wheeler has been too engrossed in such matters as railroad and holding company measures to follow through on certain of his radio legislative plans. Those who know him most intimately declare that his progressive tendencies do not send him blindly into action. He is an intensive student. With the facts (and he usually gets them) he is regarded as an impartial judge, albeit a stern one.

The youngest of ten children, Burton Kendall Wheeler was born at Hudson, Middlesex County, Mass., on Feb. 27, 1882. The Wheeler family had 300 years in America behind it, and there was no silver spoon. After graduating from Hudson High School in 1900 he enrolled at the University of Michigan, working as a stenographer to pay part of his way and managing to acquire the balance through waiting on tables. He got his law degree in 1905 and took Greeley's advice, journeying westward to Butte, Mont., with little more than his degree, ambition and good looks (he stands nearly six feet, and is wiry).

Butte soon became a second home to the young barrister for h s first job was collecting bills for a local lawyer. The same year, however, he hung out his own shingle. After establishing himself, he married Lulu M. White, of Albany, Ill., who had been a school acquaintance at Ann Arbor.

Closely allied with the late Senator Thomas J. Walsh of Montana, he supported him in the 1910 campaign, where he got his first baptism of political fire, running for the state legislature. Walsh lost but Wheeler won. Two years later, when Walsh won his seat, young Wheeler was named U. S. District Attorney by President Wilson. When only 40 (in 1922) Wheeler was elected to the Senate, and soon carved for himself a niche in the national arena. A prosecutor from the word go, he exposed one of the biggest national scandals in history in the Teapot Dome investigation, driving three cabinet members from office. His probing of the Alien Property Custodian's office sent Custodian Miller to the penitentiary.

In 1924 Senator Wheeler was the Progressive Party candidate for vice president, running on the ticket with the late Senator Robert M. Lafollette, Sr. He is mentioned as Third Party presidential timber for 1936.

A home-loving man, Senator Wheeler actually has three abodes —one in Butte, a cabin in Glacier National Park, and his Washington home in Chevy Chase. The Wheelers have six children—three boys and three girls; the youngest is called Montana. He is a member of the Montana Bar Association, a 32nd degree Mason and Shriner, and an Elk. Golf, fishing and children are his hobbies.

PERSONAL NOTES

A. L. ASHBY, NBC vice president and general attorney, has been elected a director of the New York County Lawyer's Association, of which he already is chairman of the committee on communications.

RICHARD W. STANNARD, in department store promotion several years, has been named sales promotion manager for Don Lee Broadcasting System Inc.

HENRY JACKSON, account executive of KFRC, San Francisco, maneuvered the *Thelma* in the annual yacht race of the Corinthian Yacht Club May 12, staged in San Francisco Bay. The *Thelma* took first honors in division 11. Jackson's crew consisted of Harrison Holliway, station manager; Murray Grabhorn, sales manager, and Earl Smith, assistant sales manager. Charlie Cancannon, technician, and Chester Smith, musician, were aboard the *Mah Pe*.

SAM H. BENNETT, of the Southwest Broadcasting System commercial staff, located in Fort Worth, is the father of a girl, Beverly Joy.

NEAL BARRETT, manager of KOMA, Oklahoma City, and an official of the AFA, spoke recently before the Austin Advertising Club.

JOSEPH G. CATANICH, of the sales force of KHJ, Los Angeles, will teach two radio courses this summer at the University of California, Los Angeles.

STANLEY L. SPENCER, formerly with KDKA, Pittsburgh, and later with WBZ, Boston, has joined the sales staff of WGY, Schenectady.

JAMES PETERSON, of KVI, Tacoma, is teaching a course in radio advertising, program production and continuity writing at the College of Puget Sound.

E. H. BONDURANT, assistant sales manager of WHO, Des Moines, has been elected vice president of the Des Moines Advertising Club.

DON E. GILMAN, NBC western division vice president, San Francisco, speaking on the "New Trends In Radio Programs", at the San Francisco Advertising Club May 15, stated that the most important influence on radio programs comes from the self-appointed critics and those attempting to attack radio through legislation.

HAROLD R. DEAL, advertising and sales promotion manager of Associated Oil Co., San Francisco, has been elected president of the San Francisco Advertising Club.

MERLE JONES has joined KMBC, Kansas City, as salesman.

HAL BOSKILL, formerly of KGHL, Billings, Mont., has been named sales manager of KGVO, Missoula, Mont., and Verne E. Sawyer has been promoted to program director.

LESLIE W. CONNOR, commercial representative of WBRC, Birmingham, has been named state publicity chairman of the American Legion.

ED BURWELL, formerly of WTEL, Philadelphia, has joined the sales staff of WTAR, Norfolk, Va.

WILTON HAFF, announcer at KOMO-KJR, Seattle, has gone to Los Angeles to participate in sponsored programs.

LELAND BICKFORD, editor-in-chief of Yankee Network News Service, has written a book titled *News While It Is News*, to be published June 10 by G. C. Manthorne & Co., Boston.

CHARLES L. BELFI, formerly of CBS and SBS, has been placed in charge of production and sales of WBBZ, Ponca City, Okla., which has reorganized its staff. Sue Fulton, formerly with KFH, Wichita, is program director; Ted Compton, studio director; Roy Pickett, announcer; Don Mitchell, formerly of WTJS, Jackson, Tenn., engineer; Glenn Flynn, operator.

SAM SHAPAN, formerly with KDYL, Salt Lake City, has joined the commercial department of KGGC, San Francisco, as account executive.

A. E. BENNETT, president of 2GB, Sydney, Australia, was speaker at the Los Angeles Advertising Club May 21 on a special foreign trade week program. He told about the part transcriptions play in cementing friendship between the two nations. His station has imported 5,000 American-made transcriptions within the last 20 months.

BEHIND THE MICROPHONE

ALFRED HALL, of the announcing staff of WMCA, New York, has been named program director, succeeding Lewis Reed resigned.

FRED WEBBER, formerly of KDKA, WCAE and WJAS, Pittsburgh, has joined the announcing staff of WFIL, Philadelphia.

DON WILKIE, formerly of NBC and the U. S. secret service, has joined KFI, Los Angeles, to broadcast a weekly *Crime Laboratory*.

ROBERT CARTER, formerly of WIP, Philadelphia, has joined the announcing staff of WMCA, New York, A. L. Alexander, chief announcer, announced May 23.

RADIO editors in California were guests of NBC and Baron Long, hotel proprietor, at a three-day gathering at San Diego and Agua Caliente. The editors will hold quarterly conventions.

DON CRAIG, formerly announcer and vocalist on KOMO-KJR, Seattle, is making movie shorts in Hollywood.

EVELYN KRUEGER, in charge of the continuity script department of KYA, San Francisco, resigned May 15 to join the California School Book Depository. She was succeeded by Jane Barrett, well known in Pacific Coast radio.

CHARLES SEEBECK, announcer at W2XR, Long Island City, has been named production manager.

EARL CALDWELL, who wrote and produced the KYA, San Francisco, *Minstrel Show* has severed his connection with the station.

CARL BERNDT, operator of WTMJ, Milwaukee, was married in May.

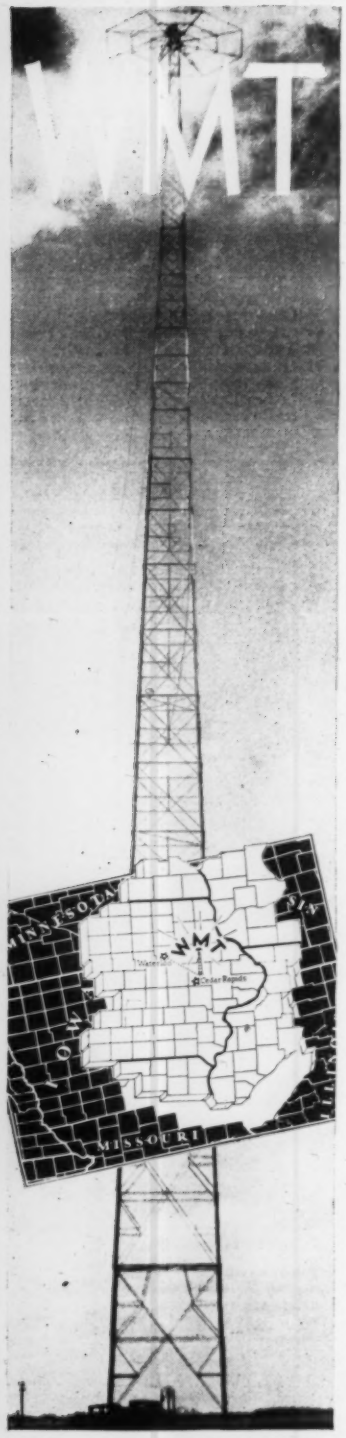
MRS. LAWRENCE H. PIKE, of Albany, is now in charge of the *Household Program* of WGY, Schenectady, replacing Patricia Sheldon, who will be married in June.

DON GORDON, for eight months with KMOX, St. Louis, has returned to the announcing staff of WTMJ, Milwaukee.

HELEN HARTZER, in CBS Western News Bureau, San Francisco, has been appointed traffic manager of KFRC, of that city, succeeding Pauline Carriger, resigned.

CECIL CARMICHAEL, feature editor of the *Mecklenburg Times*, on May 20 started a series of news programs in distinctive southern style on WBT, Charlotte, N. C.

WHO, Des Moines, will retain a staff of 45 artists during the summer, according to Irving H. Grossman, head of the artists bureau.



A **BEST BUY**
becomes **BETTER**

WMT, NBC Basic Blue Network, is now broadcasting from a new 412 foot, quarter-wave antenna. Advertisers are thus assured increased and intensified circulation in rich Eastern Iowa and surrounding territory.

THE IOWA BROADCASTING SYSTEM
The Des Moines Register and Tribune

WMT Cedar Rapids Waterloo NBC Blue
KRNT Des Moines CBS Basic
KSO Des Moines NBC Blue

HERMAN PALEY, composer and theatrical agent, and Jack Klotz, also a theatrical agent, have joined the artist bureau of WOR, Newark.

EDWARD LYON, announcer formerly identified with the Brinkley station XER, on June 1 joins the staff of KLPN, Minot, N. D.

JOHN LINER, of Boston, has established an artists bureau in that city. He was formerly connected with orchestra work in New England.

GEORGE BARRIE, formerly of the *March of Time* and announcer at WNEW, Newark, has been named night supervisor of WIP, Philadelphia. Howard Jones is handling WIP news broadcasts. Murray Arnold, production chief, will be married June 23 to Miss Thelma Bain.

BILLY WILLIAMS, dean of continuity writers at KOIL, Omaha, has taken leave of absence due to ill health. He was given a farewell party on the air, and presented with a radio set.

GEORGE VANDAL, formerly of KFWB, Hollywood, has joined the continuity department of WNEW, Newark.

MICHAEL FITZMAURICE, who formerly announced at KNX, Hollywood as Mike Kelly, is announcing remote control dance programs for CBS, keyed through KHJ, Los Angeles.

JOE CONNOLLY, assistant publicity director of the Fox Theatre, Philadelphia, joined WFIL May 20 in the same capacity.

TALBERT MORGAN, formerly with Don Lee network, has joined WBRC, Birmingham, succeeding Chuck Wright, who recently bought WPFB, Hattiesburg, Miss.

GEORGE L. YOUNG, public relations director of WSPD, Toledo, and Miss Mildred Bolz were married May 18.

WQAM's Scoop

WQAM, Miami, Fla., scooped the world on the results of the first meeting of the newly-elected city commission, at which it is customary to elect a new mayor. Leslie Harris, announcer, ran a cable from another part of the building and passed microphone and line to Norman McKay, program director, and an intimate report of the meeting was broadcast.

ARTHUR LINKLETTER, announcer, and Gary Breckner, program manager, of KGB, San Diego, have joined the radio staff of the San Diego exposition. Charles Bullotti Jr., of KHJ, Los Angeles, became KGB program head and Jerry St. Stein, formerly of XEBC, has joined the announcing staff. Truman Bradley, CBS Chicago announcer, has gone to San Diego to announce at the Ford exhibit.

JACK TRACY has joined the announcing staff of KSFO, San Francisco as the "Hollywood Correspondent". He was formerly associated with the now defunct Morgan Production Co., San Francisco. Helen Harvey has joined the staff of KSFO as home economist.

JACK SHANNON, for five years with WFBL, Syracuse, is announcing a CBS sustaining program keyed from WFBL.

ERNIE SANDERS, staff announcer at WHO, Des Moines, has been elected president of the Des Moines chapter of the Reserve Officers Association.

EDWARD LINN, formerly with WLW, Cincinnati, has joined the staff of WROK, Rockford, Ill.

TED BLISS, announcer at KHJ, Los Angeles, on May 24 was promoted to be chief announcer. Clarence Hamilton, chief announcer, was elevated to the post of studio supervisor. Jack Van Nostrand, continuity writer at KHJ, Los Angeles, and Julie Dillon, radio dramatist, took out license in Los Angeles May 20. Martin Provensen, radio announcer the last ten years in Washington, New York and San Francisco, on May 24 joined the staff of KHJ.

DAVID B. HENLEY, program director and announcer at WDAY, Fargo, N. D., from 1929 to 1932, has been recalled to the announcing staff and is handling publicity.

GENE LOFFLER, production manager of KOIL and KFAB, Omaha, attended a meeting of the Iowa Broadcasters' Association at Marshalltown May 21-22.

JOSE RODRIGUEZ, head of the news and publicity departments of KFI-KECA, Los Angeles, suffered three broken ribs and internal injuries May 12 in an automobile accident in which the driver of the car was killed.

WEYMUND RAMSEY, formerly of Little Rock, has joined the announcing staff of KOMA, Oklahoma City, as has Ervin Bingham, formerly of WNAD, Norman, Okla. Bob Green, formerly in charge of the continuity department, has been named program director, and Bernard Macy, formerly an announcer, has been made studio director.

BOB PROVAN, formerly of Pratt & Whitney and Harvey Olsen, formerly of WATR, Waterbury, Conn., WNAC, Boston, and WNBH, New Bedford, have joined the announcing staff of WDRC, Hartford.

BOB CUTTER, program manager, KGMB, Honolulu, arrived in San Francisco on May 9 aboard the liner *Malolo* to confer with Fred J. Hart, managing director of the station, who is in San Francisco arranging for mainland studios.

CONSTANCE VANCE, formerly of the Los Angeles branch of Oregon Mutual Life Insurance Co., on May 1 joined KNX, Hollywood, as press representative.

"Fifth Row, Center . . . Main Floor, Please"

The better the show, the more you insist on "fifth row, center . . . main floor".

Well . . . authentic surveys show that KSTP plays to the largest "main floor" audience (fireside)—day in and day out—because this Dominant Station of the Minneapolis-St. Paul Trading Area presents the greatest parade of radio stars offering the most popular programs . . . the Red and Blue Network of NBC, in fact.

Hitch your program to the "Stars of KSTP" and you'll present your sales message to 50.1% of the total Twin Cities radio audience.*

Details Promptly! Just write: GENERAL SALES OFFICE, KSTP., Minneapolis, Minn., or to our NATIONAL REPRESENTATIVES: in New York—Paul H. Raymer Co. . . . in Chicago, Detroit, San Francisco—John Blair & Co.

*Certified copy of this Survey is yours on request.

MINNEAPOLIS kstp ST. PAUL

DOMINATES THE 9th U. S. RETAIL MARKET

Omega Shoe Polish

OMEGA SHOE POLISH Co., Los Angeles, launched a campaign on the West Coast division of NBC using twice weekly for a 90-day period the Julia Hayes Helpful Hints to Housewives morning participating program originating in Los Angeles. The sponsors in June will offer a two-ounce sample to the radio audience. The account is serviced from the Los Angeles office of the Leon Livingston Adv. Agency, San Francisco.

18 HOURS!

The only station in northeastern Oklahoma maintaining this schedule

KTUL

1000 WATTS DAY
500 WATTS NIGHT

TULSA

CBS Network
W. C. Gillespie, V. P.

EQUIPMENT

GRAYBAR ELECTRIC Co., New York, has installed district sales managers who will take charge of sales of broadcasting and police radio equipment in each of its five districts. They will operate in addition to the district men who formerly handled all types of Graybar equipment in the 17 main houses. The five sales managers for broadcasting and police radio equipment are: New York, H. S. Taylor, former handling speech input engineer in the research products department; Atlanta, W. F. Bartlett, formerly handling broadcast sales out of the New Orleans office; Chicago, O. E. Richardson, formerly broadcast sales engineer in the research products department; Kansas City, R. G. McCurdy, of the Kansas City broadcast sales department; San Francisco, B. R. Cole, formerly of the Bell laboratories radio department.

KNX, Hollywood, in May contracted with RCA Mfg. Co. for complete new studio equipment.

GENERAL RADIO Co., Cambridge, Mass., has redesigned its 213 audio oscillator into the type 813, now on the market. More accurate calibration, lower damping and greater frequency stability, complete independence of output and fork driving circuits, lower harmonic content and reduction of sound in air produced by the oscillator are some of the advantages claimed for the new equip.

RADOLEK Co., Chicago, announces an all-purpose 8-watt public address amplifier of low cost which allows carbon, capacity, dynamic or velocity microphones, operating up to seven dynamic speakers. It has complete connections, two input channels with mixing and fading equipment, is said to be hum-free, and has a frequency curve from 100 to 7000 cycles.

ADDITIONAL space for studios will be available when remodeling is completed by KHJ, Los Angeles.

WSYR, Syracuse, has erected a new steel antenna at its transmitter site on the campus of Syracuse University. This 200-foot vertical tower is over double the height of the old antenna and is expected to improve the listening area of the station. A modern ground system is expected to produce a stronger signal in the Central New York area. The system was to be completed about June 1.

WNEW, Newark, is installing new monitor amplifiers and speakers and rebuilding an outside pickup amplifier with Western Electric dynamic microphones. A new cooling system is being placed in the transmitter at Carlstadt, N. J.

CLAUDE MARQUIS, formerly of Boston, has joined the technical staff of WLNH, Laconia, N. H.

EDDIE GOON, who retired from WSPD, Toledo, a year ago because of ill health, is back on the job.

ROBERT DEHART has been promoted to the control staff of WKRC, Cincinnati.

WBT, Charlotte, N. C., has installed two new panels of equipment, including a radio modulation and distortion measuring monitor. Installations of this equipment practically completes WBT's new high fidelity system.

WORK has been completed on the 490-foot vertical radio tower, erected by WCFL, Chicago, near Downer's Grove to the west of the city, and on June 1 WCFL will begin operations on its new power of 5,000 watts. Tests with the new power, put on from 2 to 7 a. m. Sunday mornings during May, brought responses from all parts of the country.

E. H. GAGER, plant manager of KYW, Philadelphia, addressed the Fire Chief's Association of Montgomery County Pa., May 15.

NEW LOW IN PROGRAMS—From the depths of the Potomac River at Washington, Arch McDonald, WJSV announcer, described from a diving bell what he saw on the river bottom and added some baseball scores for good measure. The bell belongs to the Constellation, four-master which is to go on a Haitain ocean-floor treasure hunt.

NBC's Chicago engineering department is claiming a record of some sort since three of its staff members became fathers within a two-weeks period. Schedule of arrivals: May 7, to W. C. Lahman, studio engineer, a daughter, Ann; May 18, to James Miller, control supervisor, a son, Charles Ralston; and May 19, to Vern Mills, field engineer, a daughter as yet unnamed.

JERRY MERQUELIN formerly in charge of commercial broadcast sales, other than point-to-point, for Western Electric Co., has been transferred to handle government sales as government sales engineer. George Davis former ERPI field representative has been appointed to handle commercial broadcast sales for Western Electric Co.

Change in CRC

GLADSTONE MURRAY, Canadian-born chief of the British Broadcasting Co., is slated to come to Canada next year to take control of the Canadian Radio Commission, according to a dispatch from London in the *Toronto Star* of May 25. From Ottawa comes word that Hector Charlesworth, former editor, art and music critic, now chairman of CRC at $10,000 a year, is to be promoted to Dominion Archivist, and it is rumored will be replaced by Mr. Murray.

WBNX

MARKS THE SPOT

BROADCASTING CENTER

The transmitter of WBNX is the only unit in the East using high level Class B modulation — the latest form of audio used in the world's most powerful broadcasting stations and is strategically located for metropolitan coverage.

WBNX • New York

Northwest Advertising Co. Inc., Seattle, Wash.

Western Sales Representative

Engineers' Program

TECHNICAL problems of broadcasting will be discussed by the Institute of Radio Engineers at the tenth annual convention to be held July 1-3 at the Hotel Statler, Detroit. Among addresses will be: "Design and Equipment of a 50-kilowatt Station for WOR", by J. R. Poppele, WOR, Newark, and F. W. Cunningham and A. W. Kispaugh, Bell Laboratories; "Automatic Frequence Control", by Charles Travis, RCA; "Ultra Short Wave Propagation Overland", by C. R. Burrows, Alfred Decino and L. E. Hunt, Bell Laboratories; "A Study of Radio Field Intensity vs. Distance Characteristics of a High Vertical Radiator at 1080 kc.", by S. S. Kirby, U. S. Bureau of Standards.

Libel Bill Sidetracked

CALIFORNIA Assembly Bill 188, which would make advertiser wholly responsible for statements made on the air, has been tabled and from all indications will not be acted upon by the Legislature in Sacramento, scheduled to adjourn June 2. The original bill held an individual station responsible for all statements made on the air by an advertiser, but through the efforts of the Northern California Broadcasters' Association and the Los Angeles Broadcasters' Association, it was amended so that blame would be wholly with the sponsor.

WTMJ, Milwaukee, is recording all sustaining programs and each office of its sales representative keeps a library of WTMJ offerings.

Stay Orders Granted

PETITIONS for stay orders to restrain the FCC from making effective its decision of Feb. 19 authorizing KGFK to move from Moorhead, Minn., to Duluth, were granted May 16 by the U. S. Court of Appeals for the District of Columbia. The petitions were filed by Arthur W. Scharfeld as counsel for WEBC, Duluth, and for the City of Moorhead and will remain in force pending adjudication of the appeals. WEBC appealed from the FCC decision on economic grounds claiming that Duluth now has sufficient broadcasting service while the city of Moorhead opposed the removal holding that it needs the local service of KGFK.

What's the newest in better spot programming?

A

VACATION PARADISE

surrounds

WCAE INCORPORATED

PITTSBURGH, PA.

So, Pittsburgh vacationists stay near home

In this YEAR-AROUND buying market they:
Camp on rivers and in primeval forests
Golf at Oakmont and other fine courses
Play at luxurious country clubs

And, wherever they go, whatever they do, they have their radios along

So-What? So, they tune in WCAE, acknowledged Pittsburgh's most popular radio station

WCAE BASIC RED NETWORK . . . . . NBC

Nationally represented by

PAUL H. RAYMER COMPANY

NEW YORK CHICAGO SAN FRANCISCO

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WHAM, Rochester, N. Y.

I-O Products Inc., New York (I-O Tabs), weekly *sp*, thru Stewart, Hanford & Frohmann Inc., Rochester.
Greyhound Management Inc., Cleveland, weekly *t*, thru Beaumont & Hohman Inc., Cleveland.
General Ice Cream Corp., Schenectady, N. Y., 10 weekly *sa*, thru N. W. Ayer & Son Inc., Philadelphia.
Congress Cigar Co., Newark (Excellange cigars), 5 weekly *sa*, thru Gotham Adv. Co., N. Y.
A. C. Spark Plug Co., Flint, Mich., 2 weekly *ta*, thru D. P. Brother & Associates, Detroit.
Maryland Pharmaceutical Co., Baltimore (Rem), daily *sa*, thru Joseph Katz Co., Baltimore.

WHP, Harrisburg

Best Foods Inc., New York (Nucoa), 3 weekly *t*, thru Benton & Bowles Inc., N. Y.
Richfield Oil Corp., New York, 3 weekly *t*, thru Fletcher & Ellis Inc., N. Y.
Paul Lantive, New York (perfume), 2 weekly *t*, thru Arthur Rosenberg Co. Inc., N. Y.
California Perfume Co., New York (Avon cosmetics), 2 weekly *t*, thru Luckey Bowman Inc., N. Y.
Milson Co., Cincinnati (liquor), 4 *sp*, thru A. T. Sears & Son Inc., Chicago.
Wheeling Corrugating Co., Wheeling (Cop-R-Loy), 3 weekly *sa*, thru A. T. Sears & Son Inc., Chicago.

WSPD, Toledo

Gordon Baking Co., Detroit (Silver Cup bread), 156 *sp*, thru Sehl Adv. Agency, Chicago.
Master Drugs Inc., Omaha (proprietary), 156 *sp*, thru Buchanan-Thomas Adv. Co., Omaha.
Congress Cigar Co., Newark (La Palina), 74 *sp*, thru Gotham Adv. Co., N. Y.
Dominique Inc., Detroit (perfume), 6 *sa*, thru Campbell-Ewald Co. Inc., Detroit.
Clark Bros. Chewing Gum Co., Pittsburgh, 6 weekly *ta*, thru Edward M. Powers Co. Inc., Pittsburgh.
Sparks-Withington Co., Jackson, Mich. (radio sets), 20 *sa*, thru United States Adv. Corp., Toledo.

WENR, Chicago

Procter & Gamble Co., Cincinnati (Drene shampoo), 26 *sp*, thru H. W. Kastor & Sons Adv. Company, Inc., Chicago.
Eye-Teb Inc., Chicago (artificial eyelashes), 13 *sp*, thru Carroll Dean Murphy Inc., Chicago.
Run-Proof Laboratories of Chicago (run preventer for hosiery), 13 *sp*, thru R. C. Morenus & Co., Chicago.
Rice-Stix Dry Goods Co., St. Louis (sport shirts), 13 *ta*, thru Gardner Adv. Agency, St. Louis.

WCAE, Pittsburgh

Kroger Grocery & Baking Co., Cincinnati, 26 *sa*, thru Wessell Co., Chicago.
Bunte Bros., Chicago (candy), 4 weekly *sa*, thru Fred A. Robbins Inc., Chicago.
General Electric Co., Cleveland (appliances), 5 weekly *sa*, thru Maxon Inc., Detroit.

WLS, Chicago

Olson Rug Co., Chicago (rewoven rugs), 6 weekly *sp*, thru Philip O. Palmer & Co. Inc., Chicago.
Oshkosh Overall Co., Oshkosh, Wisc., 120 *sa*, thru Batten, Barton, Durstine & Osborn, Chicago.
Ball Brothers Co., Muncie, Ind. (glass jars), 26 *sp*, thru Applegate Adv. Agency, Muncie.
Gillette Rubber Co., Eau Claire, Wisc. (tires), weekly *sp*, thru Cramer-Krasselt Co., Milwaukee.
Western Railways Association, Chicago (summer trips), 26 *ta*, thru Reinecke-Ellis-Youngreen & Finn Inc., Chicago.

W9XBY, Kansas City

Gardner Nursery Co., Osage, Ia. (plants), 12 weekly *ta*, thru Northwest Radio Adv. Co., Seattle.
Muesbeck Shoe Co., Danville, Ill. (health sport shoes), 12 weekly *ta*, direct.
Congoin Co., Los Angeles (health beverage), 26 *t*, direct.
Sears, Roebuck & Co., Chicago, 500 *sa*, direct.

WMCA, New York

Chrysler Corp., New York (autos), 10 *ta*, thru J. Sterling Getchell Inc., N. Y.
Gold Dust Corp., New York (Silver Dust), 12 daily *sa*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

WFBL, Syracuse

Fels & Co., Philadelphia (Fels Naptha soap), 2 weekly *sp*, thru Young & Rubicam, N. Y.

KSFO, San Francisco

Congoin Co., Los Angeles (health beverages), 6 weekly *t*, thru Lockwood-Schackelord Co., Los Angeles.
Parisienne Co., San Antonio, Tex. (perfume), 90 *ta*, thru Northwest Radio Adv. Co., Seattle.
Crazy Water Hotel Co., Mineral Wells, Tex (mineral crystals), 6 weekly *sp*, thru Bob Roberts & Associates, San Francisco.
Gardner Nursery Co., Osage, Iowa (garden seeds and plants), 6 weekly *t*, thru Northwest Radio Adv. Co., Seattle.
General Petroleum Corp. of California,, Los Angeles (gasoline & products), 2 weekly *sp*, thru Smith & Drum Inc., Los Angeles.

KWK, St. Louis

Colgate-Palmolive-Peet Co., Jersey City (soap), 26 *t*, thru Benton & Bowles Inc., N. Y.
Fawcett Publications Inc., Minneapolis (Startling Detective Adventures), 6 *sa*, thru Critchfield-Graves Co., Minneapolis.
Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 21 *sa*, thru Wade Adv. Agency, Chicago.

WTMJ, Milwaukee

Western Railways Association, Chicago (summer trips), 12 weekly *ta*, thru Reinecke - Ellis - Youngreen & Finn Inc., Chicago.
United Drug Co., Boston (Rexall), 5 weekly *ta*, thru Street & Finney Inc., N. Y.
Reo Motor Car Co., Lansing, Mich. (autos), 5 weekly *sa*, thru Maxon Inc., Detroit.

"The zoo wants to borrow some mating calls."

From Life

WFAA-WBAP, Dallas, Fort Worth

Hyral Co., Fort Worth (dentifrices), 300 *sa*, thru Luckey-Bowman Inc., N. Y.
Lever Bros. Co., Cambridge, Mass. (Rinso), 13 *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Commander Larabee Corp., Minneapolis (Sunfed flour), 5 weekly *sp*, thru Addison Lewis & Associates, Minneapolis.
Marrow Mfg. Co., Chicago (Mar-O-Oil), 2 weekly *sa*, thru Heath-Seehof Inc., Chicago.
Western Ass'n Railway Executives, Chicago, 7 weekly *ta*, thru Reinecke-Ellis-Younggreen & Finn Inc., Chicago.
Fawcett Publications Inc., Minneapolis (Startling Detective Adventures), 6 *sa*, thru Critchfield-Graves Co., Minneapolis.
J. G. Dodson Co., Atlanta (Kompo), weekly *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Ironized Yeast Co., Atlanta, 2 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
Bulova Watch Co., N. Y., 3 daily *sa*, thru Biow Co., N. Y.

WBT, Charlotte, N. C.

Florida Fruit Canners Inc., Frostproof, Fla. (Silver Nip), 3 weekly *sa*, thru James A. Greene & Co., Atlanta.
Seaboard Air Line Railway, Norfolk, Va., 3 weekly *sa*, direct.
Welch Grape Juice Co., Westfield, Inc., 3 weekly *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Clark Bros. Chewing Gum Co., Pittsburgh (Teaberry), 6 weekly *ta*, thru Edward M. Power Co. Inc., Pittsburgh.
Colgate-Palmolive-Peet Co., Jersey City (Octagon soap), 2 weekly *t*, thru Benton & Bowles Inc., N. Y.
General Motors Corp., Detroit (auto show), 12 weekly *sa*, thru Campbell-Ewald Co. Inc., Detroit.

KFI-KECA, Los Angeles

Rice-Stix Dry Goods Co., St. Louis (wholesalers), 3 weekly *t*, thru Gardner Adv. Co., St. Louis.
Union Pacific System, Omaha (railway), 3 weekly *sa*, thru Ernest Bader & Co., Omaha.
Chr. Hansen's Laboratory, Little Falls, N. Y. (Junket), 3 weekly *sp*, thru Mitchell-Faust Adv. Co., Chicago.
Bulova Watch Co., New York, 116 *sa*, thru Biow Co. Inc., N. Y.
Emerson Drug Co., Baltimore (Bromo-Seltzer), 6 weekly *sa*, thru J. Walter Thompson Co., N. Y.

KFRC, San Francisco

Nestles Milk Products Inc., New York (Alpine Milk), 3 weekly *t*, thru Lord & Thomas, San Francisco.
Globe Beer Co., San Francisco (beer), 5 weekly *sp*, thru The Kelso Norman Organization, San Francisco.
Salakuta Co., San Francisco (hair shampoo), weekly *sp*, thru Dake Adv. Agency Inc., San Francisco.
Malt-O-Meal Co., San Francisco (breakfast cereal), 3 weekly *sp*, thru Mitchell-Faust Adv. Co., Chicago.

WMAQ, Chicago

E. R. Wagner Mfg. Co., Milwaukee (carpet sweepers), 6 *ta*, thru Cramer-Krasselt Co., Milwaukee.
North American Dye Co., Mt. Vernon, N. Y. (Dytint), 13 *sp*, thru Atherton & Currier Inc., N. Y.
Chieftain Mfg. Co., Baltimore (shoe polish), 18 *t*, thru Van Sant, Dugdale & Co. Inc., Baltimore.

WICC, Bridgeport, Conn.

Johnson Educator Food Co., Cambridge, Mass. (crackers), 6 weekly *sa*, thru John W. Queen, Boston (incorrectly listed in May 15 issue).

WTOC, Savannah, Ga.

Southern Dairies Inc., Washington (ice cream), 3 weekly *t*, thru McKee & Albright Inc., Philadelphia.

WOAI, San Antonio

A. C. Spark Plug Co., Flint, Mich., 52 *ta*, thru D. P. Brother & Associates, Detroit.

Welch Grape Juice Co., Westfield, N. Y., 60 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

Ironized Yeast Co., Atlanta (proprietary), 9 *t*, thru Ruthrauff & Ryan Inc., N. Y.

Western Ass'n. of Railway Executives, Chicago, 26 *ta*, thru Reincke-Ellis-Younggreen & Finn Inc., Chicago.

Colgate-Palmolive-Peet Co., Jersey City (Crystal White soap), 2 weekly *t*, thru Benton & Bowles Inc., N. Y.

California Perfume Co., Suffern, N. Y. (cosmetics), 30 *t*, thru Luckey-Bowman Inc., N. Y.

WGAR, Cleveland

Kellogg Co., Battle Creek, Mich. (corn flakes), 4 weekly *sa*, thru N. W. Ayer & Son Inc., N. Y.

Kroger Grocery & Baking Co., Cincinnati, 10 weekly *sa*, thru Wessell Co., Chicago.

Johns-Manville Corp., New York (asbestos products), weekly *t*, thru J. Walter Thompson Co., N. Y.

Scholl Mfg. Co., Chicago (Dr. Scholl foot supplies), 2 weekly *sa*, thru Donahue & Coe Inc., Chicago.

I. J. Fox Inc., New York (furs), 19 weekly *sa*, thru Alfred Rooney Co., Cleveland.

Wander Co., Chicago (Ovaltine), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.

KGMB, Honolulu

Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 26 *t*, thru Walter Biddick Co., Los Angeles.

Congoin Co., Los Angeles (health beverages), 26 *t*, thru Walter Biddick Co., Los Angeles.

Lever Bros. Co., Cambridge, Mass. (Lifebuoy soap), 13 *t*, thru Conquest Alliance Co., New York.

Bost Tooth Paste Co., New York, 78 *sp*, thru Erwin, Wasey & Co. Inc., N. Y.

M. J. B. Co., San Francisco (coffee), 26 *t*, thru Lord & Thomas, San Francisco.

KGO, San Francisco

Washoff Co., Salt Lake City (protective cream), weekly *sp*, thru Harold W. Pickering Adv. Agency, Salt Lake City.

Crazy Water Crystals Co., San Francisco (mineral water), 3 weekly *sp*, thru Bob Roberts & Associates, San Francisco.

Emerson Drug Co., Baltimore, Md. (Bromo Seltzer), 2 daily, 112 *sa*, thru J. Walter Thompson Co., N. Y.

WKRC, Cincinnati

Congress Cigar Co., Newark (La Palina), 100 *sa*, thru Gotham Adv. Co., N. Y.

Hudson Motor Car Co., Detroit, (autos), 100 *sa*, direct.

Boston Varnish Co., Everett, Mass., (Kyanize), 52 *sa*, thru Ingalls Adv. Agency, Boston.

Kroger Grocery & Baking Co., Cincinnati, 76 *sa*, thru Wessell Co., Chicago.

WOOD-WASH, Grand Rapids

Frozen Desserts Inc., Chicago (Ice-Cre-Mix), 2 weekly *sa*, thru Roche, Williams & Cunnyngham Inc., Chicago.

Commercial Milling Co., Detroit Henkel's flour), 6 weekly *sp*, thru Karl G. Behr Adv. Agency, Detroit.

WIP, Philadelphia

Health Foundation of California, Los Angeles (carbohydrated foods), 3 weekly *sa*, direct.

Pichel Products Inc., New York (flavor extracts), 6 weekly *sp*, thru Grant & Wadsworth & Casmir Inc., N. Y.

WGN, Chicago

North Star Woolen Mills Co., Minneapolis (blankets), 36 *sa*, thru N. W. Ayer & Son Inc., Chicago.

TRANSCRIPTIONS

KSFO, San Francisco, has subscribed to the Standard Transcription Library.

RADIO RELEASE Ltd., Hollywood, in June will record two series of sacred songs and hymns by Homer Rodeheaver, evangelical singer.

TRANSIGRAM SOUND Corp., Hollywood, inactive for two months, reopened in May. Gordon Soule, executive in charge, expects to announce new eastern backing. A subsidiary, Transigram Broadcasting System, will engage in transcription business.

STANDARD RADIO ADV. Co. of Hollywood and Chicago, announces addition of KTUL, Tulsa, Okla., KGFF, Shawnee, Okla., and KCRK, Enid, Okla., as subscribers to the Standard Program Library Service.

R. U. McINTOSH & Associates, Los Angeles, has named Ray Hetzler, St. Louis, as Midwest sales agent, with Walter H. Ehredt, Chicago, as the first regional sub-representative.

RECORDINGS Inc., Los Angeles, has resumed transcribing following the April fire. During repairs the studios of RCA-Victor, Radio Recorders, and Freeman Lang handled Recordings' clients.

EARNSHAW - YOUNG Inc., and Harry A. Earnshaw Radio Productions, Los Angeles, planned to move June 1 to 6425 Hollywood Blvd.

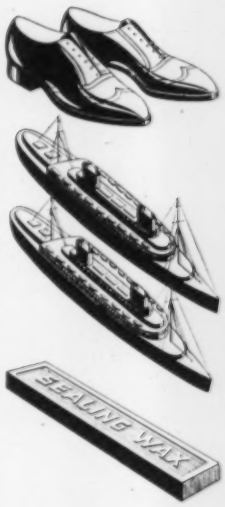
PHILIP J. MEANY Co., Los Angeles agency, has entered the transcription field with production of *Ports of Call*, 52 half-hour programs cut at Recordings Inc., Hollywood.

Nation's Oldest Factory, DeVoe Paint, Back on Air

PROMOTING its $5.75 a month plan to paint the average home, DeVoe & Raynolds Co. Inc., New York (paint) has returned to the air after an absence of five years, using *Stoopnagle and Budd* on a 36-station CBS network, twice weekly, with 10-minute evening programs, for 13 weeks.

The company has increased its advertising budget 200% and merchandised the radio series with special delivery letters to dealers, salesmen and sales managers, following up with literature and display material. It was founded in 1754 and is believed to be the oldest manufacturing concern in the country. The radio campaign is handled by McCann-Erickson Inc., New York.

What do you call this new program building service?



To Say Nothing of Cabbages and Kings..

BEING canny souls out here in Buffalo, we are firmly opposed to putting all our eggs in one basket. In other words, we're thoroughly sold on diversified industries.

As a result, everything from flour to cellophane is made here and as a result of *that* Buffalo and Buffalonians are better off financially than most other towns and people in these United States. We know you need no diagram to figure out that this diversification and superior financial standing mean a superior market to you. They mean you can peddle your wares hereabouts and be surer of making sales than almost anywhere else in the country.

Nor are we being egotistical when we say that Buffalo Broadcasting Stations WGR-WKBW give you the best possible "in" in this very profitable market. (Here again diversification rears its comely head. You can pick the most advantageous time for advertising your product on WGR-WKBW because these stations divide Columbia and Buffalo Broadcasting productions amicably between them.)

Let's talk over the facts and figures of a radio campaign that will give the cream—to say nothing of the top milk—of one of the country's most consistently profitable markets.

OPERATED BY THE BUFFALO BROADCASTING CORPORATION, RAND BUILDING, BUFFALO, N. Y.

MEMBER
Transradio Press Service
Columbia Broadcasting System
National Association of Broadcasters
World Broadcasting System Program Service

REPRESENTED BY
FREE & SLEININGER, Inc.
New York, Detroit, Chicago
Denver, Los Angeles, San Francisco, Seattle

WTAR
NORFOLK
VIRGINIA
538,781
BUYERS
Complete NBC Service
EDWARD PETRY & CO.
National Representatives

NETWORK ACCOUNTS

DE VOE & REYNOLDS Co. Inc., New York (paint) on May 21 started *Stoopnagle & Budd* on 36 CBS stations, Tues. & Thurs., 6:45-6:55 p. m. Agency: McCann-Erickson Inc., N. Y.

AMERICAN RADIATOR Co., New York, on June 16 renews *Fireside Recitals* on 20 NBC-WEAF stations, Sundays, 7:30-7:45 p. m. Agency: Blaker Adv. Agency, N. Y.

OUTDOOR GIRL Co. Inc., New York (cosmetics) on May 20 started *Blanche Sweet* on 9 CBS stations, Mon., Wed., Fri., 12:45-1 p. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

U. S. TOBACCO Co., New York (Dill's Best) on June 3 starts *Pick & Pat* on 48 CBS stations, Mondays, 8:30-9 p. m. with repeat at 11:30. Agency: McCann-Erickson Inc., N. Y.

PRINCESS PAT Ltd., Chicago (cosmetics) on June 24 renews program on 17 NBC-WJZ stations, Mondays, 9:30-10 p. m. Agency: McJunkin Adv. Co., Chicago.

UNION CENTRAL LIFE INS. Co., Cincinnati, on June 9 renews *Roses & Drums* on 17 NBC-WJZ stations, Sundays, 5-5:30 p. m. Agency: J. Walter Thompson Co., N. Y.

GENERAL MILLS Inc., San Francisco (Sperry Flour division) on May 13 renewed in *Feminine Fancies* on 12 Don Lee-CBS stations, Wednesdays, 3-3:30 p. m. (PST). Agency: Westco Adv. Agency, San Francisco.

ACME WHITE LEAD & COLOR WORKS, Detroit (paint) on June 9 starts *Smilin' Ed McConnel* on 17 CBS stations, Sundays, 6:30-6:45 p. m. Agency: Henri, Hurst & McDonald Inc., Chicago.

CRAZY WATER HOTEL Co., Mineral Wells, Tex. (mineral crystals) on May 13, started in *Crazy Mountaineers*, on KJBS, San Francisco, and KQW, San Jose (Northern California Broadcasting System), Mondays, Wednesdays, Fridays, 12:15-12:30 p. m. (PST). Agency: Bob Roberts & Associates, San Francisco.

ANDREW JERGENS Co., Cincinnati (cosmetics) on June 2 renews *Jergens Program* on 17 NBC-WJZ stations, Sundays, 9:30-9:45 p. m. Agency: J. Walter Thompson Co., N. Y.

SSS Co., Atlanta (tonic) on June 7 renews *The Music Box* on 4 MBS stations, Fridays, 10:30-11 p. m. Agency: Johnson-Dallas Co., Atlanta.

ROBT. A. JOHNSTON Co., Milwaukee (candy) on May 27 renewed *Painted Dreams* on 4 MBS stations, Mondays thru Fridays, 12:45-1 p. m. Agency: N. W. Ayer & Son Inc., Chicago.

JELL-WELL DESSERT Co. Ltd., Los Angeles, on May 23 renewed in *Woman's Magazine of the Air* on NBC-KPO network, Thursdays, 2:45-3 p. m. Agency: Mayers Co. Inc., Los Angeles.

ROGER K. HUSTON, Southern California newspaperman, on May 16 joined KGB, San Diego, as sales manager.

COST of network time on national and regional chains is shown at a glance on a unique pocket indicator compiled by Grombach Productions Inc., New York.

EDGAR A. MURRAY Co., Detroit (insecticides) has started spot announcements on 29 stations.

KEHE is the new call assigned to KTM, Los Angeles, operated by the Evening Herald Publishing Co.

RADIO ADVERTISERS

THE National Industrial Advertising Association will convene at Pittsburgh, Sept. 18-20, and will "bridge the gap between 1929 and 1935 which marked the era of industrial lassitude, depleted appropriations and changing organizations."

NO-DOZ LABORATORIES, Sacramento, Cal. (packaged sleep-resisters) has named Warner-Clifton Adv. Agency, San Francisco, to handle its account and is using spot announcements six times weekly on KJBS, San Francisco, along with other media.

A BIRTHDAY party, complete with candle-topped cake and other accoutrements, took place May 15 in the Chicago headquarters of Free & Sleininger Inc., in celebration of the firm's third anniversary.

PEPSODENT Co., Chicago, has added a tooth-powder to its line, announced May 27 on the Amos 'n' Andy program.

PARK CHEMICAL Co., Detroit (Parko Gloss polish) has placed its advertising with Brooke, Smith & French Inc., Detroit.

POCAHONTAS OIL Corp., Cleveland (Blue Flash gasoline) is advertising through Griswold-Eshleman Co., Cleveland.

MARX BREWING Co., Wyandotte, Mich., has placed its account with Martin Inc., Detroit.

BRADFORD OIL REFINING Co., Bradford, Pa. (All Penn products) has placed its account with Moss-Chase Co., Buffalo.

BLACKSTONE PRODUCTS Co. Inc., New York (Tasty Lax, etc.) has placed its account with Rose-Martin Inc., New York.

NATIONAL LABORATORY, Chicago (Nuga-Tone proprietary) is advertising through Guenther-Bradford & Co., Chicago.

TUNG-SOL LAMP WORKS, Newark (miniature lamps, radio tubes) is advertising through Picard Adv. Inc., N. Y.

A. R. HANSON has been named advertising manager of Selby Shoe Co., Portsmouth, O.

KITCHEN ART FOODS Inc., Chicago (2-Minute dessert) has placed its account with Vanden Co., Chicago.

D. SCHULTZ, Philadelphia (wall paper) is advertising through Philip Klein Agency, Philadelphia.

KOSTO Co., Chicago (desserts) has placed its advertising with Perrin-Paus Co., Chicago.

ALLEN-A Co., Kenosha, Wis. (hosiery) is advertising through J. P. Muller & Co., N. Y.

SAMUEL KUNIN & SONS Inc., Chicago (rectifiers) has placed its radio advertising with Harold I. Colen, Chicago.

JOHN R. THOMPSON Co., Chicago (restaurants) now is advertising through Sellers Service Inc., Chicago.

EDDIE DUNN, formerly announcer at WFAA, Dallas, has been named advertising manager of Burrus Mill & Elevator Co., Fort Worth.

WESTINGHOUSE neighborhood dealers in Southern California on May 15 started a morning program weekdays on KFAC, Los Angeles, and KFOX, Long Beach.

The KFDM 3-Point Sales Plan

Won't Allow Your Products to be
DEALER HEIRLOOMS
for the Next Generation!

■

KFDM 'Voice of the Sabine District' has built an enviable spot and program record by keeping products moving off the dealers shelves. Retailers in the Sabine District welcome products advertised over KFDM because they know THEY WON'T BECOME 'SHELF-AGED' HEIRLOOMS.

Here's the 3 point sales plan—

1. **KFDM merchandise men contact the trade for product distribution.**
2. **KFDM representatives arrange store and window displays for your products.**
3. **KFDM then broadcasts your selling messages to a rich market that has long appreciated the entertainment value of KFDM programs.**

■

Southeast Texas and Southwest Louisiana

SABINE BROADCASTING CO., Inc.

P. O. Box 2950 - Beaumont, Texas

RADIO STATION REPRESENTATIVES
WALTER BIDDICK CO.
568 Chamber of Commerce Bldg., Los Angeles
1358 Russ Bldg., San Francisco, California
4404 Stuart Bldg., Seattle, Washington
619 Charles Bldg., Denver

AGENCIES AND REPRESENTATIVES

MICHAEL STRIVER, Sydney, Australian manager for J. Walter Thompson Co., arrived in Los Angeles May 19 and planned to visit eastern cities. On the same boat was Byron Wrigley, of Sydney, head of the Wrigley enterprises in Australia, big radio user.

CELEBRATING his 80th birthday May 22, Frank Presbrey, chairman of the board of Frank Presbrey Co., New York, reviewed his 60 years in advertising and the 39 years he has had his own agency. He is still active in the business.

GILBERT H. KNEISS, president and general manager of the Audick Corp., San Francisco, transcription producers, announced the appointment of the Kasper Gordon Studios Inc., Boston, and Dillon & Kirk, Kansas City, Mo., as exclusive representatives in those territories. Kneiss also stated that 2GB, Sydney, Australia, has purchased the rights to two serials. They are 39 episodes of *Blair of the Mounties*, and 26 of *The Treasure of the Lorelei*. A series of minute drama announcements for Golden West Brewing Co., Oakland (El Capitan Beer) to be placed with Pacific Coast stations in June, is being produced by Audick.

H. M. FEELEY, sales manager of the Chicago office of Free & Sleininger Inc., radio station representatives, was married May 9 to Sara Chase Franklin, known to radio listeners as Anne Chase.

ROBERT JAMES, San Francisco manager of Hixson-O'Donnell Inc., has been made a vice-president of the agency. He will continue to supervise the northern California radio accounts.

CHARLES A. HOLCOMB, formerly vice president and treasurer of Wolcott & Holcomb Inc., Boston, has joined the Greenleaf Co., of the same city as vice president and director of service.

A. T. CLIFTON, partner of Warner-Clifton Advertising Agency, San Francisco, on May 14 returned from a six months tour of India.

PAUL H. RAYMER Co., station representative, has moved to larger offices at 366 Madison Ave., New York.

BREWER-WEEKS Co., San Francisco agency, has been elected to membership in the AAAA.

LUDGIN Inc., Chicago agency, has moved to 230 N. Michigan Ave., Chicago.

WM. B. REMINGTON Inc., Springfield, Mass., has been named to membership in the AAAA.

ROGERS, GANO & GIBBINS ADV. Inc., is the new name of the Chicago and Tulsa agency formerly operating as Rogers Gano Adv. Agency Inc.

ROSS HARDY, copy writer and active in radio accounts, has been transferred from the Chicago to San Francisco offices of J. Walter Thompson Co.

McMURTRIE & OSBORN has been established at 2456 El Contento Drive, Hollywood, to act as a radio production unit for agencies and sponsors and to represent eastern organizations. In charge are Gardiner Osborn, former organizer of radio, stage and screen talent, and Bert McMurtrie, former CBS program manager. Associated with them is Dick Weil, formerly in the radio department of J. Walter Thompson, Los Angeles.

GEORGE COMTOIS, formerly of the radio department of Gotham Adv. Co., New York, has resigned, as has George Bolton of the same department.

RADIO SELLS SHOES
Selby Finds Business Booming After Recent Campaign

THE recent radio campaign of Selby Shoe Co., Portsmouth, O., for its slenderized Arch Preserver line for women, with Mrs. Franklin D. Roosevelt delivering a series of ten talks, increased sales of the Arch Preserver line from 14 to 200%, according to the sponsor. The campaign was concluded April 19.

Figures just compiled by Henri, Hurst & McDonald Inc., New York, the agency, show that each broadcast drew an average of 4,000 letters in the 50-word essay contest in which a $10,000 grand prize was awarded. A popularity rating placed the program third among 15-minute broadcasts.

In addition, the sponsor claims that the program proved effective in "invisible salesmanship", with dealers reporting that this goodwill was invaluable in promoting sales.

Contest entrants were required to buy a pair of the new Slenderized models when calling at a store for an entry blank. The program was carried on a 62-station CBS hookup.

McDonald Joins Blair

ARTHUR McDONALD, formerly with KNX, Los Angeles, Don Lee Broadcasting System, and later sales manager of Standard Radio Advertising Co., Hollywood, has joined John Blair & Co., station representatives, and will headquarter in Chicago, according to an announcement May 27 by John Blair, president. Mr. McDonald was a publishers' representative in Chicago prior to entering radio, and for five years called on advertisers and agencies in this territory, according to Mr. Blair.

R. CALVERT HAWS has severed his connection with Henri, Hurst & McDonald Inc., Chicago, following the conclusion of the Selby Shoe Company's radio series featuring Mrs. Roosevelt, which was produced under Mr. Haws' direction.

GENE GRANT, formerly of the sales force of KFI, Los Angeles, and later sales manager of Transigram Sound Corp., Hollywood, has become a radio account executive with Philip J. Meany Co., Los Angeles agency.

CONFIDENCE

125 Local Advertisers Use

KFRO

Why not you?

KFRO

"Voice of Longview"

Longview, Texas

AT BOULDER DAM—Don. E. Gilman, NBC vice-president in charge of the western division, San Francisco, and O. B. Hanson, manager of NBC technical operation and engineering, New York, recently visited Boulder Dam to work out details for a special broadcast. Here is Gilman at the base of the dam.

WSM-WREC Hookup

TWICE weekly *Pen-O-Rub Cutups*, sponsored by Plough Inc., Memphis, on WSM, Nashville, now are piped to WREC, Memphis. This is the first time WSM has fed a regular program series to a Memphis station. Lake-Spiro-Cohn Inc., Memphis, is the agency.

Antrol on 11 Stations

ANTROL LABORATORIES Inc., Los Angeles (ant exterminator) on May 28 opened a campaign on 11 stations that will extend through July 20. More than $2,000 in prizes will be offered in a contest, with dealers and consumers each receiving awards. Stations selected are WENR, WTAM, WHO, WJR, WCAU, WOR, WTIC, WEEI, KNX, KHJ, KFRC. Blackett-Sample-Hummert Inc., Chicago, handles the radio campaign while J. Walter Thompson Co., Los Angeles, will direct supplementary advertising in other media in the 11 western states.

What's this new program service that stations are talking about?

"WHN—a radio station that is really going places."
Mark Hellinger—N. Y. Mirror

Buy WHN
NEW YORK

The Most Talked About Station in New York!

Ask Us About These "Pre-Tested" Programs!

Sophie Tucker's Music Hall. The beloved Sophie in person as mistress of ceremonies, presenting headliners of stage and radio. A grand show by a grand personality.
Thursday 7:00-7:30 P. M.

M-G-M Movie Club. 2,700 letters per program proves the power of this matchless review of movie gossip, news and drama — presenting the screen's greatest personalities.
Sunday 12:30-1:30 P. M.

Itty-Bitty Kiddy Hour. Slam-bang, uproarious comedy featuring Ward Wilson and Perry Charles in a dizzy burlesque of radio programs. New York is "nuts" about it!
Sunday 7:30 8:00 P. M.

Ed Lowry's Broadway Melodies. Fast-moving variety show by a master showman, presenting the current vaudeville and radio hits of the week. Outstanding radio entertainment.
Monday 8:00-9:00 P. M.

Undercurrent of the News. New York's own news broadcast by Bryce Oliver, feature writer and "inside news" man par excellence. Everybody likes it!
Weekdays 7:00-7:15 P.M. except Tuesday 6:30-6:45 P.M.; Thursday 6:45-7:00 P. M.

WHN

Loew's State Theatre Bldg., Broadway and 45th St.
NEW YORK
1010 K. C. 1000 Watts

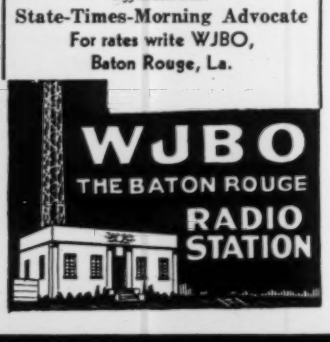
Cocomalt Continues

R. B. DAVIS Co., Hoboken, N. J. (Cocomalt) will continue through the summer with *Buck Rogers in the 25th Century* on CBS, four times weekly. A steady increase in sales is claimed by the sponsor since the program was started two years ago, and it has been estimated that ten million homes have been reached. Ruthrauff & Ryan Inc., New York, is the agency.

A DOUBLE anniversary program was broadcast May 19 by WAAF, Chicago. Thirteen years before WAAF's first program had gone on the air and a year ago the station's studios and transmitter were completely destroyed in the Stock Yard fire.

A profitable market for national advertisers. WJBO covers this rich territory.

Western Electric Equipment
100 Watts
World Broadcasting System
Affiliated with
State-Times-Morning Advocate
For rates write WJBO,
Baton Rouge, La.



STUDIO NOTES

WHB, Kansas City, has added new continuity and sales offices, as well as a conference room.

WITH about 2,000 hours of entertainment to its credit, the *Woman's Magazine of the Air* celebrated its seventh anniversary with a special program over the NBC-KPO network, San Francisco, May 23 during the periods sponsored by Van Camp Sea Food Co. Inc., Terminal Island, Cal., (White Star Tuna), and George W. Caswell & Co., San Francisco, (coffee and tea) 2-3 p. m. (PST). An informal party was held in the studio during the broadcast. The *Magazine*, believed to be the oldest variety feature of its type, is heard five days a week under nine different sponsorships.

STUDENTS of Sheboygan High School took over WHBL, Sheboygan, Wis., for a day recently, staging programs, operating the equipment, soliciting accounts, and handling everything connected with the station's operations.

MORE than 10,000 inspected a de luxe train in the Pennsylvania Railroad station, Pittsburgh, May 18 when WCAE staged its *Mid-day Merry-go-round* in a dining car while the public passed through.

KSFO, San Francisco, has inaugurated an amateur hour show titled *Discovery Hour*. All artists are auditioned and rehearsed before going on the air.

WGAR, Cleveland, recently presented a five-hour *Radio Prayer Meeting* starting at midnight with the Cleveland Federation of Churches in charge. Homer Rodeheaver, evangelical singer and trombonist, and others participated. The response was so successful that the idea will be resumed in the autumn.

Believing in Iowa

THE "Believe in Iowa" campaign is being supported by 11 Iowa stations, with broadcasts depicting increasingly good conditions throughout the state. Newspapers, theaters, chambers of commerce and churches are cooperating in the campaign to build up economic confidence in the State. In addition, WHO, Des Moines, has started a series of weekly *Iowa Speaks* broadcasts, each devoted to a particular city, frequently by remote control.

MAJOR PETROLEUM Co., Philadelphia, has added six five-minute shows titled *Major Thrills* to its street interviews on WIP, Philadelphia. The shows consist of rapid-fire descriptions of exciting happenings, dramatized with sound effects. Prizes are given to listeners suggesting topics for the program. WIP's Homemakers Club will hold its annual outing June 23 and about 4000 are expected. The Major Oil account was placed through Arthur R. Sternau, Philadelphia.

TASTYEAST Inc., Trenton, N. J., (yeast candy) has taken over sponsorship of the sustainer *Five Star Final*, news dramatization of WMCA, New York, six nights weekly.

THE annual summer *Symphonic Hours* program of CBS, with Howard Barlow directing, was resumed on a coast-to-coast hookup May 26. Barlow has directed 2,500 hours of musical broadcasts for CBS.

KFOX, Long Beach, Cal., in May announced it would continue to use transcriptions, but has banned phonograph records from the station. Hal Nichols, president, said: "For one thing, I have noticed for some time that so many mechanical disc broadcasts were having a bad effect upon the work of staff announcers. Under the new plan they have more time to study and put expression into their announcements. They don't have to spend four-fifths of their time adjusting records to the turntable."

WSYR, Syracuse, in connection with RKO Keith's Theatre brought Amos 'n' Andy to Syracuse May 25-26 using the event as a major station promotion. Thirty drug stores competed using Pepsodent windows and most soda fountains offered Amos 'n' Andy Sundaes for the week. The comedians put on a special program in the WSYR studios, as a further build-up stunt.

WHEN 50,000 Los Angeles chess players signed a petition asking KECA to start weekly chess programs, the station responded by starting a series with Hermann Steiner at the microphone.

A NEW order at WBT, Charlotte, N. C., requires all commercial copy to be submitted to the station at least 24 hours before broadcasting. The station has set up elaborate filing systems for scripts and music. Ad libbing, except in rare instances, is forbidden.

WHAT listeners want to know, all the way from income tax to recreation, they can get on the early morning gym classes on WOR, Newark, sponsored by Illinois Meat Co., Chicago (corn beef hash).

ROY FURNITURE Co., Syracuse, N. Y., for the first time in its four years of radio advertising will stay on the air during the summer, using three quarter-hours weekly.

ALLIED INDEPENDENT DRUGGISTS of Kansas City, with 60 members, are sponsoring an amateur show on KMBC, Kansas City.

KOIL, Omaha, has augmented its news service with a 2-watt short-wave transmitter for use in broadcasting special events. Receivers will be installed at three points.

COVERAGE and sales data on Radio Luxemburg are presented by Conquest Alliance Co. Inc., American representative, in a booklet showing what the foreign station "has to offer to American companies desiring to intensify their distribution and increase their sales in the English, French and German markets."

A SERIES of weekly programs about the Cradle, of Evanston, Ill., world-famous adoption center for babies, is being broadcast Saturdays over WBBM, Chicago, as the newest addition to that station's public service programs. Each Cradle broadcast includes a dramatic sketch dealing with a Behind-the-scenes story of an actual adoption case.

COVERAGE of WHIO, Dayton, O., is graphically illustrated on a promotion piece consisting of a cut-out photograph of a velocity microphone.

LOCAL stores sponsored five half-hour programs over WHAM, Rochester, N. Y., for the Community Chest drive.

Broadcasters in Kansas Form Group to Promote Their Mutual Interests

FORMATION of the Kansas Broadcasters Association to function for the general betterment of conditions for broadcasters of that state was announced May 21 by Don Searle, general manager of WIBW, Topeka. The organization was perfected recently at a meeting in Topeka, with Mr. Searle as president, and Vernon Smith, manager of WREN, Lawrence, secretary.

Among other things, Mr. Searle asserted, the organization will support the plea of the World Broadcasting System Inc., for alteration of the FCC regulations governing the announcement of transcriptions. It is also formulating program policies for the edification of Kansas broadcasters and in the light of recent activities of the FCC. The organization plans to meet every two months for the discussion of problems of mutual interest and has scheduled a meeting July 7 at the NAB convention in Colorado Springs. An inquiry into telephone line charges was proposed.

Broadcasters who attended the organization meeting, in addition to the officers, were State Senator Denious, owner of KGNO, Dodge City; Kay Pyle, manager of KFBI, Abilene, Herbert Hollister, manager of WLBF, Kansas City; Ernest Pontius, WREN. Other member stations include KGGF, Coffeyville and KFH, Wichita.

HOLLYWOOD MASK Inc., Chicago, maker of a beauty preparation, is sponsoring a series of programs over WGN, Chicago, featuring Francis X. Bushman, actor. Schwimmer & Scott, Chicago, is the agency.

60-61 New Accounts in 78 Days!

WBAL's domination of the rich and varied markets of Maryland, center Pennsylvania, southern New Jersey, Delaware and West Virginia gives the advertiser profitable results.

Reservations now being made for autumn and winter. Available time, programs sent on request.

10,000 Watts **WBAL** 1060 Kilocycles

Basic Blue Network —— *N. B. C.*

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

•• Exclusive ••
JOHN BLAIR & CO.
Station Representatives
NEW YORK CHICAGO DETROIT SAN FRANCISCO

Radio to Headline Convention of AFA

Retail Advertising and Mutual Problems Are on the Agenda

TOTALLY aside from the meeting of the NAB commercial section, now docketed as an annual event, radio will fare prominently in the discussions of the 31st annual convention of the Advertising Federation of America, to be held at the Palmer House, Chicago, June 10 to 12.

At a number of the section meetings, including public utilities advertising, and retail sales promotion, and at the general session, radio is expected to come in for an unprecedented share of attention. At the public utilities departmental on June 11, C. A. Tattersall, assistant vice president, Niagara Hudson Power Co., will discuss radio advertising for utilities, and A. C. Joy, of the Pacific Gas & Electric Co., will take up cooperative advertising. The luncheon on that day will feature several utility radio program transcriptions arranged by Batten, Barton, Durstine and Osborn Inc.

Retail Problems

AT THE commercial section meetings to be held June 10 and 11, the leading scheduled topics will be retail broadcast advertising and mutual problems of buyer and seller of radio advertising. But in a closed session June 11 such issues as the proposed cooperative audit bureau and agency recognition, along with transcriptions and related subjects, will be discussed.

Anning S. Prall, chairman of the FCC, will not address the sessions, as was originally reported.

The tentative program is as follows:

Monday Morning, June 10

Opening Remarks — Arthur B. Church, Chairman, Commercial Committee.

Panel Discussion — "Retail Broadcast Advertising."

H. K. Carpenter, Manager, WHK, Cleveland, O., Chairman.

Kenneth Taylor, Vice President & Merchandise Manager, John Taylor Dry Goods Co., Kansas City, Mo.

Marvin Oreck, Vice President, Oreck's Inc., Duluth, Minn.

Dade B. Epstein, Dade B. Epstein Advertising Agency, Chicago, Ill.

Alfred J. McCosker, President, WOR, Newark.

George Bijur, Sales Promotion Manager, CBS.

Frank W. Spaeth, Manager, Sales Promotion Division, National Retail Dry Goods Association, New York, N. Y.

John Henry, President, KOIL, Council Bluffs, Iowa.

John Shepard, 3d, President, Yankee Network, and owner Shephard Stores.

Dr. Herman S. Hettinger, Director of Research, NAB.

Tuesday Morning, June 11

Address — Hon. E. J. Adams, Chairman, Special Board of Investigation, Federal Trade Commission, Washington, D. C.

Panel Discussion — "Mutual Problems of the Buyer and Seller of Radio Advertising."

Arthur B. Church, Vice President, KMBC, Kansas City, Mo., Chairman.

John A. Benson, President, American Association of Advertising Agencies, New York, N. Y.

Stuart Peabody, The Borden Company, Chairman of the Board, Association of National Advertisers, New York, N. Y.

Nathan H. Pumpian, Henri, Hurst & McDonald, Chicago, Ill.

Hugh K. Boice, Vice President in Charge of Sales, Columbia Broadcasting System, New York, N. Y.

Edgar Kobak, Vice President in Charge of Sales, National Broadcasting Company, New York, N. Y.

John F. Patt, President, WGAR, Cleveland, O.

Lloyd C. Thomas, President & General Manager, WROK, Rockford, Ill.

EASY AS FUDGE
To Solve Mystery, so 15 First Prizes Are Awarded

NEW PROOF that fact is stranger than fiction was given May 20, when the 13th broadcast in the series of *Johnston Instant Mysteries* over WTMJ, Milwaukee, concluded with an ending more unexpected than any of their broadcast problems. Perfect solutions of the mystery were received from 15 listeners and in accordance with the announced offer to make duplicate award in case of a tie, the Robert A. Johnston Co., Milwaukee (candy) paid 15 duplicate first prizes of $25 each.

Announced as the fastest radio contest in history, each of the mysteries is broadcast in two parts. At 8:30 the problem is presented in the form of a quarter-hour dramatic sketch. Listeners are then invited to name the guilty party and the clue that proves his guilt. To the person sending by Western Union telegram the briefest correct and complete solution to the station before 9:30 that evening, the sponsor offers a $25 cash award, to be delivered by Western Union messenger that same night. Eleven other prizes of Johnston's chocolates and instant fudge are also given away on each program.

At 10 o'clock the program returns to the air; the drama is concluded showing how Prof. Fordney solves the mystery, and the prize winners are announced. Each contest is staged and completed and the awards are made all within an hour and three-quarters.

The Johnston company also sponsors *Painted Dreams* five afternoons a week over Mutual. Sales of fudge powder are reported to be exceeding all of the company's expectations and a much more extensive advertising campaign is contemplated for fall. The Chicago office of N. W. Ayer & Son Inc., is in charge of the account.

Rockett Oil Series

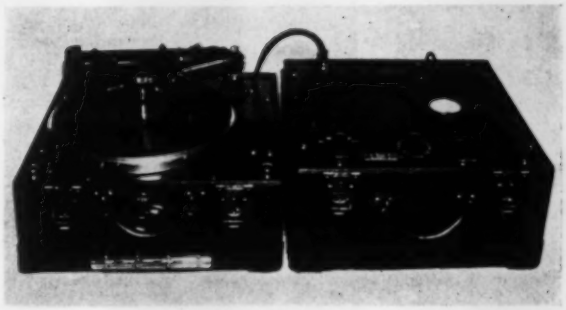
ROCKETT OIL Co., Los Angeles, makers and distributors of Rockett brand of gasoline, through the Los Angeles office of Beaumont & Hohman Agency, on May 27 launched a 13-week program originating at KHJ, Los Angeles, to coast stations of the Don Lee-CBS network at 8:30 p. m. (PST) for a half hour each Monday. The program is captioned *Road to Fame* with the amateur show theme. Cash prizes will be awarded winners the first 12 weeks. The final program, with a grand award, will be a run-off for the winners of the first 12 programs.

Greyhound Bus Series

GREYHOUND BUS LINES are using five-minute transcriptions, recorded by RCA-Victor at Los Angeles, in all parts of the country to promote bus travel this summer. The campaign runs from the middle of May until the end of June and is being placed through the local offices of Beaumont and Hohman Inc. for local Greyhound lines. Headquarters of both client and agency are in Cleveland.

YOU REQUIRE...
QUALITY APPARATUS FOR QUALITY REPRODUCTION

Consider THE NEW HI-FIDELITY



PRESTO UNIVERSAL "INSTANT RECORDER"

WHEN it is impossible to obtain wire lines or the schedule will not permit immediate broadcasting—USE PRESTO.

THE Presto "*Instantaneous*" Recorder can be used for recording any air or studio program.

FOR split-second-action, for smooth, long lived transcriptions, for perfect reproduction of tones with steel needles—USE PRESTO!

CHECK these important features of the Universal Presto Recorder:

1. Completely portable.
2. Easy to operate (ONLY TWO CONTROLS FOR OPERATION).
3. Positive overhead feed screw mechanism.
4. Two speeds—78 RPM or 33 1/3 RPM.
5. Interchangeable feed screw construction so as to allow for inside-out and outside-in cutting.
6. Three stage resistance and transformer coupled amplifier.
7. Flat within 1.5 DB from 20-12,000 cycles.
8. Power output 10 watts.
9. Adaptable for public address work.
10. Prices within your reach!

Write for latest descriptive bulletin of our equipment and coated discs.

PRESTO
RECORDING CORPORATION
139 West 19th Street, New York, N. Y.

GOOD NEWS !

Exclusive Memphis use of
TRANSRADIO
available through WNBR

Wire for your choice of four popular, *established* Newcasts: 8:40 a.m.; 12:30, 6:30, and 9:00 p.m. Six days a week, 5-minute periods (two 50-word commercials to each). Rates (13-week basis): $53.60 per week, day; $87.20 per week, night.

MID-SOUTH
COVERAGE
WNBR
Memphis, Tenn.

News Services Clamor for Clients

(*Continued from page 9*)

tive combination is unfair competition.

"By means of the combination and conspiracy among defendants hereinafter described, competition between the plaintiffs and the defendant press associations has been destroyed, insofar as the broadcast of news over the radio broadcast stations of the defendant broadcast companies is concerned, and there has been created a series of tying contracts which foreclose a lawful market to these plaintiffs, and which said contracts give to the defendants herein the power to dictate the manner in which radio broadcast stations may be operated."

Alleged Conspiracy

Following are quotations from the petition, in which the alleged conspiracy is detailed:

"Commencing March 1, 1934, and continuously since that time, defendants have been engaged in a combination and conspiracy to restrain by the means and methods hereinafter set forth, the aforesaid interstate and foreign commerce in radio broadcasting and in the production and sale of news, to the damage of the plaintiffs, in violation" of the Clayton Act, Sherman Act, and Federal Communications Act.

"The defendant press associations and the defendant publishers' association, through their duly constituted representatives, committed the following, among other, overt acts of conspiracy and of unfair competition against the plaintiffs herein, pursuant to, and in furtherance of, the said unlawful agreement hereinabove described:

"(a) Conducted a campaign of vilification, abuse, and false witness with regard to the news service of the plaintiffs herein, by written statement and oral witness.

"(b) Sought by oral witness and written statement to leave the impression upon the public and upon the customers of the plaintiffs herein, that the plaintiffs herein are propaganda bureaus of the Government of the United States of America, or of some foreign government.

"(c) Sought by oral witness and written statement to leave the impression upon the public, and upon the customers of the plaintiffs herein, that authentic news can be secured only from the defendant press associations, and not from the plaintiffs herein.

"(d) Sought by oral witness and written statement to leave the impression upon the public and upon the customers of the plaintiffs herein, that the news service of the plaintiffs consists of 'pirated' or 'faked' news, while cognizant of the fact that the news disseminated by the plaintiffs results from the direct inquiry of their own correspondents, or as purchased from affiliated press associations, which said press associations deliver news to the Associated Press Inc., and to such daily newspapers as the *New York Times* and others.

"(e) Falsely charged that advertisers might censor and edit the news dispatches of the plaintiffs, whereas the fact is that contracts between the plaintiffs and their subscribers contain provisions appropriate to guarantee the objective nature of the plaintiffs' dispatches, and to protect such dispatches against change in substance or alteration in phraseology.

"(f) Eliminated and excluded from the plaintiffs a large market for their services, by conspiring with the defendant broadcast companies not to accept the news service of the plaintiffs.

Selling Below Cost

"(g) CAUSED false or misleading information to be conveyed to the public, through the purposeful misrepresentation of radio broadcast programs of subscribers to the news services of the plaintiffs, in the news columns of members of the defendant press associations and of the defendant publishers' association.

"(h) Released for publication in *Editor & Publisher* (self-styled as the 'oldest Publishers and Advertisers Journal in America', and with a wide circulation among newspaper owners and advertisers) a campaign of vilification, abuse and denunciation against the plaintiffs in the conduct of their lawful business.

"(i) Conspired with the defendants, United Press Associations Inc. and International News Service Inc. to amend the terms of the Press-Radio agreement, in order that those press associations might sell news at or below cost for radio sponsorship, for the purpose of destroying the business of the plaintiffs and completely eliminating competition.

"(j) The defendant press associations, United Press Associations Inc. and International News Service Inc., have in fact, and in pursuance of the conspiracy set forth * * * sold news at discriminatory prices for radio sponsorship to customers of the plaintiffs or their competitors, for the purpose of destroying the business of the plaintiffs, and with the effect of causing great financial damage to the plaintiffs in the conduct of their lawful business.

Risk of Censorship

"(k) FALSELY created the impression among the customers of the plaintiffs that the broadcast of news by radio stations, in cooperation with the plaintiffs, runs the risk of governmental censorship, when they well knew that no greater degree of censorship, if any, could be applied to the broadcast of news of plaintiffs than could be applied to the broadcast of the product of the defendant press associations.

"(l) Wilfully, malciously and unlawfully sought to induce the cancelation of existing contracts between the plaintiffs and their customers, and to induce radio broadcast companies not to purchase the news services of the plaintiffs; such acts having been committed in the cities of Pittsburgh, Pa.; New York City; Chicago; Los Angeles; Des Moines; Washington, D. C.; Sante Fe, N. M.; and elsewhere in the United States.

"(m) Falsely represented that the campaign of the defendant publishers' association and of the defendant press associations, was designed to further the public interest, when such campaign in fact was designed to destroy the business of the plaintiffs, and to act in opposition to the public interest, convenience and necessity."

"(n) Arrogated to themselves powers of censorship and of curtailment of the lawful business enterprise of the plaintiffs.

"(o) Conspired with their members to prevent the broadcast of news disseminated by the plaintiffs, even to dropping the programs of plaintiffs' customers from their columns.

"(p) Sought by unfair means and false statements to bring about the termination of plaintiffs' contracts with affiliated press associations and to prevent access to news sources.

"(q) The defendant, Associated Press Inc., pursuant to the combination and conspiracy herein described, has exceeded, and is exceeding, the authority granted it under its certificate of incorporation, by entering into the Press-Radio agreement, and/or by causing its news despatches to be broadcast by radio broadcast stations.

"(r) The defendant, Associated Press Inc., has exceeded and is exceeding its corporate powers, by furnishing, or permitting to be furnished, its news despatches to radio broadcast stations, in derogation of its duty under its by-laws to protect its members, and to reserve to them the exclusive use and value of Associated Press news despatches."

WFBL

HOW MANY ADVERTISERS like HOW MANY PIECES OF MAIL doesn't mean much unless we know the complete story . . . but RENEWED CONTRACTS . . . well, "Let's take a look at the record".

Of our present local advertisers—

22% have used WFBL 5 years or more
33% have used WFBL 4 years or more
49% have used WFBL 3 years or more
59% have used WFBL 2 years or more
80% have used WFBL 1 year or more

the answer . . . results in the Syracuse market with WFBL

SYRACUSE, NEW YORK

Home Town Spirit A Vital Force in Local Broadcasts

Use of Community Atmosphere Urged to Build Up Audience

By BURTON SCHELLENBACH
Keelor & Stites Co., Advertising
Cincinnati

Mr. Schellenbach

LOCALIZE your local programs. You hear it so often from local radio advertisers: "How can I, with my quarter-hour or half-hour of time, and my inexpensive talent, hope to compete with the great network programs on which thousands of dollars are spent?"

Much as the local radio advertiser may bemoan his inability to buy big-time entertainment, his program has it all over any chain offering in one respect—self-interest of his audience. He can develop a wallop no national program can possess, if he talks about "the home town" in both entertainment and the commercial continuity.

Reenacting Events

WHAT happened 25 years ago in your city? Several interesting things, I'll wager—many of them worth reenacting on a half-hour spot that would build a real radio audience. Do residents of your city know all of its points of interest? Even if they do, they enjoy hearing about them. "They're partly ours," says a tiny voice in their minds as they listen.

And what added strength your selling gains if you localize it! The introductory phrase, "Overheard in an Eastwood street car," or "As one girl said to another in a Blank Building elevator yesterday," is certain to get the attention of hundreds of people who ride that car, who are often in that building themselves.

And use your suburbs! An announcer's voice quoting Mrs. A. B. of Eastwood, Mrs. F. M. of Parkview, and describing Miss B. L. of Stiff Neck, who "drives a beautiful roadster and can afford anything she wants, yet shops at Swizzle's," has the immediate ear of suburbanites in those sections, and those who aspire to live there.

Let's stop trying to discover local Ed Wynns and Fred Allens. Let's resolve to do a local radio job of, by, and for our own little neck of the woods! The local cash registers will provide a musical accompaniment.

Baldwin Favored for NAB Post

(Continued from page 12)

the NAB. Definite organization plans are still in the formative stage and will remain so until the convention, but temporarily it has been decided that a Washington headquarters should be maintained through the offices of WOL, with the matter of personnel for national representation, and policy problems left for the local convention session.

Despite these open statements that the locals do not have another trade association in mind, it nevertheless is known that many of the independents, aroused by "left-wingers" have set up a howl over lack of local station representation on the NAB board. They point out that the locals represent one-third of the NAB membership, yet have only one representative on the board. Already there are rumblings of alleged "network domination" of NAB. Privately, it is stated that unless the NAB gives the local independent a greater degree of representation and authority in NAB affairs, there will surge up a movement for a separate trade association, built around "Local Broadcasters".

From the FCC head, Chairman Anning S. Prall, the NAB convention will hear about the FCC program edicts, an event which has overshadowed all others in broadcasting during the last several months, and has already revolutionized program acceptance procedure. Stations, advertisers and agencies alike are in a deep haze about procedure, and it will be Mr. Prall's effort, it is understood, to clarify it. He will be the principal speaker at the convention. The definite program has not yet been evolved by Mr. Loucks and chairman Edwin M. Spence, WBAL, Baltimore, of the program committee.

Precisely when the managing directorship selection will be made is still conjectural. Mr. Loucks has stated that he will relinquish his post when the 13th annual convention ends in July. However, it is within his power to tender his resignation in advance of that date at which time the NAB board may name his successor.

Baldwin Available Now

IN THE CASE of Mr. Baldwin, he is available for assignment to the post immediately. While he has served as executive officer of the Code Authority and has held that post since the winter of 1933, he actually is on the NAB payroll as assistant managing director.

Mr. Baldwin formerly was chief clerk of the Department of Justice. He joined the former Radio Commission in 1930, becoming its secretary. In 1933 he resigned with the change in administration and at once was retained by the NAB as assistant managing director. He was detailed to the North American Radio Conference held in Mexico City in July of that year as NAB representative. Upon his return he became associated with the code negotiations and later in 1933 became executive officer of the code authority. His salary, however, still came from the NAB.

Since the announcement by Mr. Loucks of his intention to retire from the managing directorship, he has been deluged with letters from broadcasters and many others with whom he was thrown in contact during his tenure. Regret was expressed wholeheartedly over his determination to leave but this was intermingled with well-wishes for his selected career. In no few instances there were expressions that he should be retained in some legal capacity with the NAB, primarily as a consultant on problems with which he is familiar.

MR. BALDWIN

As for the convention itself, several separate organization meetings have been scheduled tentatively. Most important, of course, are the sessions scheduled by newspaper-owned stations to discuss problems they consider of interest only to themselves, and the local station session. Both NBC and CBS plan independent network meetings for discussion of network station problems.

As in the past, a number of broadcasting equipment and transcription companies plan exhibits at the Broadmoor Hotel, headquarters for the convention. RCA Mfg. Co. and Western Electric have made arrangements for equipment displays, as in the past. In the transcription and recording fields, World Broadcasting System, Standard Radio Advertising and Presto Recording Laboratories have arranged for exhibits. BROADCASTING, following annual custom, will maintain headquarters at the Broadmoor.

An NAB special will be operated out of St. Louis by the Missouri Pacific Railway in conjunction with the Chesapeake and Ohio which will carry the Eastern portion of the haul. This special will leave St. Louis at 4:15 p. m., July 5, arriving in Colorado Springs at 1 p. m. July 6th. This train will connect with the George Washington of the C. & O., which leaves the east on July 3. Usual convention rates will prevail, with delegates having the option of procuring summer tourist rates at practically the same figure.

The NAB convention committee, in addition to Chairman Spence, comprises Guy Earle, KNX; Ed Craney, KGIR; Ralph Brunton; KJBS; Glenn Snyder, WLS; P. J. Meyer, KFYR; William West, WTMV; Hugh A. L. Halff, WOAI; Hoyt Wooten, WREC; Earle D. Gluck, WSOC; Credo Harris, WHAS; Campbell Arnoux, WTAR; Roy Thompson, WFBG; Paul W. Morency, WTIC; Charles W. Burton, WEEI, and C. D. Mastin, WNBF. The local convention committee comprises Gene O'Fallon, KFEL; F. W. Meyer, KLZ; G. E. Nelson, KOA and W. D. Pyle, KVOD.

WFIL Promotes Stewart; Names Edw. Petry & Co.

JACK STEWART, in charge of studio promotion and national sales at WFIL, Philadelphia, and formerly general manager of WCAO and WFBR, Baltimore, has been named by Donald Withycomb, WFIL station director, to be general sales manager. Just before coming to WFIL he had been manager of WCAE, Pittsburgh.

At the same time, Mr. Withycomb announced that WFIL will be represented in the national advertising field by Edward Petry & Co. Inc. The contract was effective May 20.

Attentive Ears

Yes Sir!!! . . and it's a proven fact that WMBG, Columbia's full-time outlet in Richmond, Virginia, commands an attentive BUYING audience.

The Proof of this is the fact that advertisers (national and local) renew their schedules consistently. The majority have been using WMBG's productive facilities for many years.

Advertisers desiring effective, economical coverage in the South's Metropolitan Shopping Center, show consistent preference for WMBG.

CBS WMBG

WMBG-RICHMOND

WJAY

Cleveland
610 Kilocycles

WE'LL TELL
Your Message
IN TOWN
OUT OF TOWN
UP and DOWN the STATE!

Speaking of LISTENERS . .

Here are a few FACTS about the WPRO audience!

A recent sixteen-week radio advertising campaign, broadcast over WPRO, brought in a total of

219,348 responses

Each response represented a purchase of the product for which the customer spent from 9c to 11c of his own good money . . . with no incentive of gift or prize to himself.

These responses came from

82 cities and towns in 3 states

The advertiser, as a result, obtained

178 new dealers

Complete details of this campaign will be sent at your request.

Listeners who produce RESULTS like these are the only audience important to the advertiser. A few favorable spots are still available. Get the most for your radio dollar. For complete, RESULTFUL coverage of New England's Second Largest Market,

in Providence USE **WPRO** 630 Kilocycles

CHERRY & WEBB BROADCASTING CO.
Providence, R. I.

Group to Plan Cultural Programs

(Continued from page 22)

keep out of their pages the advertisements of many products of this character. Further, the public has through several generations developed a defense mechanism against the printed word and is much less likely to be carried away by false or fraudulent claims made in cold type than it is when similar claims are made verbally by a plausible radio announcer.

"Then, too, claims that are to be made in printed form have a permanency that causes the maker of them to be much more cautious than when they are to have ephemeral character of a radio broadcast. It is also to be remembered that impressionable young people do not, as a rule, read 'patent medicine' advertisements in newspapers or magazines. These same people can hardly avoid listening to 'patent medicine' ballyhoo that comes into their homes over the radio."

Dr. Cramp said that the better type of stations attempt to reject "patent medicine" contracts of the most objectionable type. He pointed out particularly that WTMJ, operated by the Milwaukee *Journal*, had cancelled all such contracts "in an effort to clean up the air and rid it of offensive advertising matter."

The government network scheme of the Morgan group was presented by Dr. Arthur G. Crane, president of the University of Wyoming, as spokesman for the National Committee on Education by Radio. Broadly it was similar to to plan described in past issues of the magazine. Since it fell outside the scope of the conference nothing is expected to come of it. Whereas the original plan suggested a set sales tax or taxing of commercial stations and the wresting of facilities from existing stations, the revised plan on these scores said simply that provision of funds and allocation of channels "shall be made by the Federal government."

Government Aid

DR. STUDEBAKER pledged the cooperation of his Federal office in devising "a new and improved system of continued collaboration" to adjust and direct discrimination in the use of radio facilities for educational purposes. He spoke of the importance of the radio as a means of "extending the public forum to the air", and said it seemed clear to him that the educational use of radio has not kept pace with its use for entertainment purposes. He called the educational use of radio "one of the rough spots in our broadcasting system."

"The history of educational broadcasting is strewn with the bones of dry lecturers because educators went on the air without mastering the art of teaching by radio," he declared.

Allen Miller, director of radio of the University of Chicago, presented his plan for local cooperation between educational institutions and stations for educational broadcasting. He disclosed that three major Chicago universities have formed the University Broadcasting Council to place in operation his plan (described in previous issues of BROADCASTING). This plan has won widespread support as an ideal experiment and doubtlessly will be considered by the FCC cooperative committee.

A number of educators and broadcasters appeared to describe the workings of educational-radio plans they had evolved or which were in use. Several educational stations sent spokesmen who in effect plead their individual cases on applications for improved facilities now pending before the FCC.

For the American Civil Liberties Union, Frederick A. Ballard, Washington representative, first supported the Morgan-group project for a government network, but failed to explain how his organization reconciled that with its major objective of freedom of speech and of the press, since the organization is founded on the principle of anti-censorship. Among other things he restated the proposal made by B. M. Webster Jr., its counsel, at the educational hearings last fall, that regular hours be set aside for discussion of public, social and economic problems. He said the Union proposed to have introduced in Congress several amendments to the Communications Law to make possible this course and to exempt the station owner from any liability for what is said during such free-discussion broadcast periods.

The WLWL Attitude

AT THE outset of his speech, which was punctuated with threats of legislative action (his group is conducting the lobby because the FCC failed to grant without a hearing the WLWL petition for a reallocation out of which WLWL would get full-time with high power by destroying two clear channels), Father Harney emphasized that the Paulist Fathers are strictly religious order. Then he set out to explain the "inaccuracy" of a statement published in the May 15 issue of BROADCASTING. This statement was:

"The station (WLWL) operates commercially and the full time is sought admittedly for commercial rather than ecclesiastical or eleemosynary purposes."

And here is what Father Harney said in rebuttal:

"Our motives have been boldly and publicly questioned in yesterday's issue of the BROADCASTING magazine. Under other circumstances, I would probably let it pass unchallenged for life is too short and too precious to spend much of it in refuting the misrepresentations and calumnies of those who speak or write out of subsidized malice or out of an inborn disposition to throw mud — but since this most recent calumny has an intimate bearing upon my purpose in appearing before you today — and is even more vitally connected with the petition which our radio station WLWL has presented to your honorable body for allocation to a frequency on which it can be given full broadcasting time without detriment to any other radio station, I wish to call your attention promptly to this slur and to brand it directly and unequivocally as a falsehood. The writer deals with our application for full broadcasting time on the 810 frequency. He says that we operate commercially and that full time is sought admittedly for commercial rather than ecclesiastical or eleemosynary purposes.

Commercial Time

"THERE is in that statement, as in almost every clever lie — a fragment or two of truth. We do a bit of radio advertising — roughly speaking enough to meet perhaps 10% of our operating costs—without one cent of recompense to any speaker over WLWL or to any Paulist Father for the time and energy he gives to our radio work—and without the payment of one penny of rental for the studios and offices which we provided for WLWL at our own heavy expense in our headquarters at 415 W. 59th St., New York City. It is true also that if we are given in the long run more broadcasting time we will endeavor to secure additional advertising that we may give a decent honararium to those who speak over our station. may improve the entertainment fea-

Let Your Radio Dollars Go

Marching Through Georgia

And Take Atlanta First

When Sherman marched through Georgia he was not bent on reaching the Sea, but in seeing (and taking) Atlanta First! For Atlanta is the strategic point and the major market of Georgia. When you capture this market, you will find the wooing of the rest of the state an easy task. So, "MARCHING THROUGH GEORGIA" means taking Atlanta First!

To cover Atlanta effectively and *the most economically*, WGST should be your spokesman. It will prove to be your Star Salesman. The fact that most of the largest advertisers use this station to sweep Atlanta off its feet is indicative of its *pulling* POWER. A staff of trained radio men and women is maintained to assist advertisers with their programs.

On Columbia Network

PAUL H. RAYMER *National Representative*
NEW YORK SAN FRANCISCO CHICAGO

1,000 WATTS by DAY — WGST ATLANTA — 500 WATTS by NIGHT

JAMES W. CLARK, *Vice-Pres't & Manager*

New Car Sales
UP 88%

Wisconsin's new automobile sales during the first quarter of 1935 were the highest in five years—surpassed only in 1927 and 1930, and 88% greater than last year. Your sales should be up in Milwaukee and WTMJ can boost 'em!

WTMJ
Milwaukee Journal Station
EDWARD PETRY & CO., Inc.

tures of our program and may make the station largely if not entirely self-supporting.

"This much we have repeatedly admitted, or have openly affirmed. I say it again today without apology. No right-thinking, fair-minded man on earth will deny our right to lift our station out of the state of mendicancy, and to make it self-supporting. To this slight extent—and to this extent alone, is there truth in the assertion of the BROADCASTING magazine that we seek further broadcasting time for commercial purposes. The rest of its cock-sure but groundless, false statement is but the product of a mind which is apparently unable to conceive of any human objective higher or nobler than the pursuit of wealth, or to believe that other men can turn their backs on the professions and enterprises that generally lead to financial prosperity for the sake of doing as much good in the world as may be within their power.

"Whether the writer who presumes to tell the world through the BROADCASTING magazine why we seek an adequate and just share of broadcasting facilities, and with an audacity equalled only by his wilful ignorance asserts that he proclaims our admitted purpose, can believe it or not, I would assure you that we did not enter into the broadcasting field for the sake of making money for ourselves individually or for our Society, and that we would not remain in it nor seek to better our radio condition for the sake of that which we foreswore in youth, but only for the purpose to which we solemnly dedicated our lives and energies — the welfare, above all, the moral and spiritual welfare of our fellow-men."

Charges Monopoly

Then Father Harney launched a tirade against commercial broadcasting generally. Shouting monopoly, he charged that in Shreveport, La., both newspapers and both stations are in the hands of the same group. He said:

"It is widely rumored, and it is highly credible that the development of a chain of radio stations by the owner of an even larger chain of newspapers has been facilitated by the officials of our dominant radio network, who it is also rumored have themselves a large stock interest in these newspaper-owned radio stations."

Talking of the Wagner-Hatfield bill of last year, agitated by the Paulists, for 25% of the radio facilities for educational and religious stations, he said the measure was defeated "temporarily". He then suggested that the FCC order all broadcasting stations "to devote not 25 but 50% of their time between 5 and 10 p. m., to those educational and cultural programs, with or without an advertising sponsor." He also raised the Mexican program incident over NBC involving an allegedly profane poem — a subject dealt with at greater length by a succeeding speaker, Father Joseph Francis Thorning, S. J., of Georgetown University.

Other Speakers

AMONG others who addressed the conference were L. V. Berkner, of the Department of Terrestrial Magnetism, Carnegie Institution of Washington, who discussed technical radio studies; R. C. Higgy, Ohio State University, operating WOSU; Douglas Greisemer, American Red Cross, who expressed gratitude for the "finest cooperation" accorded it by stations; Harris K. Randall, manager of the Chicago Civic Broadcast Bureau, who presented a variation of his original ambitious plan to take over time of commercial stations; Belmot Farley, of the National Education Association; Alice Keith, formerly of RCA and NBC and now in program activity; Francis A. Robinson, public relations director of WHO, Des Moines; Miss Myrtle Stahl, assistant manager of WGN, Chicago; Morse Salisbury, chief of radio service, U. S. Department of Agriculture; Dr. Levering Tyson, American Association for Adult Education and director, National Advisory Council on Radio in Education; Kathleen Goldsmith, executive director of the Radio Institute of Audible Arts; James A. Moyer, Department of Education of Massachusetts; W. T. Middlebrook, secretary of board of regents, University of Minnesota, operating WLB; James Hart, American Political Science Association; Edward Bennet, University of Wisconsin; Otis T. Wingo Jr., National Institution of Public Affairs; Mrs. M. E. Fulk, Ohio Radio Education Association; Charles D. Isaacson, Brooklyn *Daily Eagle;* Selma Borchardt, International Printing Trades Association, and American Federation of Teachers; Mrs. H. C. Fowler, chairman, radio committee of Parent-Teachers Association of District of Columbia; G. August Gerber, WBBC, Brooklyn; Alexander Kahn, WEVD, New York City.

New Sales Scheme

SAMPLE programs by talent of WGAR, Cleveland, are presented by the station at personnel meetings of sponsors of the *Home-Makers* programs. Rather than push their products, sponsor's sales forces are instructed to urge the public to listen to the program, thus handling the sales message indirectly and increasing the audience. Among sponsors using personal appearances of *Home-Makers* talent are Swift & Co. and Truscon Steel Co.

Bagley Ends Series

ARTHUR E. BAGLEY, for ten years broadcaster of *The Tower Health Exercise Hour* for Metropolitan Life Insurance Co., New York, is promoting a nationwide campaign of health exercise for Metropolitan through literature and in cooperation with district managers. The radio series ended April 20 after going on the air every weekday from March 31, 1925. The company sent out more than two million pieces of health literature in response to requests from the radio audience, as well as nearly two million exercise charts.

NORTH CAROLINA ICE ASSOCIATION is promoting use of ice with a thrice weekly disc series on WBT, Charlotte.

WLWL Petitions Assailed

CONTENDING that the application violates the rules and regulations, WWL, New Orleans, on May 21 filed with the FCC a petition requesting that the proposal of WLWL, Paulist station in New York, for a sweeping realignment of stations designed to give it full time, be returned without action. The application involves nine stations and five channels. Filed by Paul M. Segal and George S. Smith, WWL, counsel, the petition states that the FCC is "without power" in a proceeding of this character to grant an application in violation of its own regulations. The case has been designated for hearing on June 20. It is contended that Loyola University, operating WWL, would be forced to an expense of more than $5,000 to appear at this hearing "to resist an application which under the terms of the regulations of the FCC may not be considered and is required to be returned and which the Commission is without power to grant under the law."

Ice Cream Schedule

GENERAL ICE CREAM Corp. (Fro-Joy) has taken spot announcements on 11 stations in New England and New York state. The announcements are of one-minute duration either in the daytime, evening, or both. Some 60 or 70 announcements are scheduled. Stations are: WBEN, WHAM, W1XBS, WLBZ, WNBF, WCAX, WCSH, WGY, WSYR, WIBX, and WDEV. N. W. Ayer & Son is the agency.

KGIR
Butte
Only network station in western Montana

Hot Summer Breezes

Will soon be blowing more purchasing power into the cool climate of America's Fourth Largest Market.

THE NORTHERN CORPORATION
Owners and Operators of
WMEX
1500 kc — 250 w L.S. — 100 w N.
HOTEL MANGER — BOSTON
In America's Fourth Market
Tel. CAPitol 7560—Teletype Bos. 157

KJR
5,000 WATTS
CLEAR CHANNEL
N. B. C.
NETWORK
SEATTLE
WASHINGTON

"WASHINGTON STATE LED THE PACIFIC COAST—THE PACIFIC COAST LED THE NATION—in retail sales, April, 1935, over April, 1934."
—Federal Reserve Bank, San Francisco, May 13.

BESIDES—
Seattle has the second highest percentage of radio set ownership in America.

For information consult
Edward Petry & Co., Inc.
New York Chicago
Detroit San Francisco

WAVE ANNOUNCES SOME NEW RATES!

You can now buy Peak Hours, "Primary Hours", Women's & Children's Hours or "Bargain Hours" on Station WAVE—*and pay exactly what that time is actually worth,* based on the proportion of *all* listeners who are actually tuned in at your period. . . . Rates run from 100% to 33⅓%. May we send you one of the new rate cards?

National Representatives:
FREE & SLEININGER, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

Bow Wow

NO CANNED dog barks for KHJ, Los Angeles! Instead, Lloyd Creekmore, sound engineer, calls in the dog of Cyril Armbrister, radio producer, when a bark is cued in the script. The pooch has been trained to yap the minute a finger is pointed at him. Creekmore is preparing his own dog for microphone appearances.

Pacific Ad Clubs Arranging Exhibit

THE EXHIBITS section of the Pacific Advertising Clubs Association's convention to be held at San Diego June 23-27 will take the theme "Advertising Exposed", with merits of different media presented on a non-competitive basis. It is expected to be "the most complete display of media advertising ever shown at a PACA meeting", according to Norman R. Barnes, of the Barnes Chase Co., Los Angeles and San Diego agency, who is chairman of the exhibits committee.

Cooperating in working out the radio exhibit are Ellsworth Wylie, KFI, Los Angeles; Don E. Gilman, NBC western vice president, San Francisco, and Harrison Holliway, KFRC, San Francisco.

Subchairmen of the program committee, in charge of radio, are John Wells, KSFD, San Diego, and C. P. MacGregor, of MacGregor & Sollie Inc., San Francisco transcription producers.

McCosker Replies To Charge Radio Yields To Politics

Broadcasting Free of Pressure He Informs Head of ANPA

Mr. McCosker

TWO-FISTED denial of allegations by Howard Davis, former president of the American Newspaper Publishers Association, that radio is amenable to political pressure and that freedom of the air does not exist was made May 28 by Alfred J. McCosker, president of WOR, and former NAB president. The answer was directed against a speech made by Mr. Davis on May 18 at Waterville, Me.

"Mr. Davis made some assertions concerning fancied subservience of radio that I cannot permit to pass by unchallenged," Mr. McCosker declared. He quoted Mr. Davis as having said:

"'In effect the party in power by invisible pressure and unspoken threat obtains a maximum service on the air and holds opposition to a minimum.'

"Such an accusation is entirely unjustified," continued Mr. McCosker. "No fair mind should mistake growing pains for decadence. In my experience covering 12 years as operating head of WOR I have never encountered any basis for such allegation. Radio is as free and untrammeled as the ethereal blue in the makeup of its broadcasting programs. Broadcasters have never been circumscribed by government censorship.

Political Restraint

"THE ADROIT wording of Mr. Davis' speech might have left the impression of merely potential evils in present radio regulations had he not stated unequivocally, 'speech magnified a thousand-fold, clothed with a new persuasiveness and unprecedented power through the marvel of the machine, was being curbed for political ends while we watched. In this new field (radio) lacking the traditions which newspapers have inherited * * * the political process of restriction which I described at the outset of my remarks, operated instinctively and infallibly. * * * "The battle for a free press has been won at least temporarily; the battle for a free radio has yet to begin. It must not end until the regulatory body at Washington has been established on a high plane * * * and functioning in such fashion as to free the air from political restraints and open it to every legitimate voice.'

"Throughout the Coolidge and Hoover administrations and up to the present day of the Roosevelt regime, because of my executive radio duties, I have had frequent contact with the personnel of the regulatory radio bodies. I say emphatically and in mere justice that I found them to be able, intelligent, patient and honorable public servants continuously faced with a multiplicity of complex problems. Neither radio legislators, administrators nor broadcasters have claimed perfection for present radio law. All these elements are constantly at work on the ever-changing, ever increasing problems of the art. We have reassurance of our freedom of speech over the air waves from President Roosevelt himself."

Mr. McCosker referred to the letter read at the NAB convention at Cincinnati, in which the President said: "The American system of broadcasting assures an equality of freedom similar to that freedom which has been and is the keystone of the American Press."

"Talk of government censorship of radio is a fantastic 'bogeyman'," Mr. McCosker added.

Julius Seebach Leaves CBS to Return to WOR In Charge of Programs

JULIUS F. SEEBACH has resigned as program director of CBS and after seven years in that capacity will return June 10 to WOR as director of program operations, according to announcement May 28 by Alfred J. McCosker, president. It was from this station and this position that he went to Columbia, after first assisting in the presentation of CBS programs before a New York key station had been acquired, and when it was still developing from the original United Independent Broadcasters.

It is almost exactly ten years since Mr. Seebach entered radio as an announcer at WOR, working up from that capacity to the program directorship.

Neither Seebach nor WOR executives would admit that there was any special significance in the move, but the opinion prevailed in radio circles that Mr. Seebach would not have left the network to assume duties with an independent station unless he were attracted by the possibility of a third network growing from the Mutual System.

No announcement had been made by CBS at the time BROADCASTING went to press regarding a successor to Mr. Seebach. Lawrence W. Lowman is vice-president in charge of operations. If Mr. Seebach's position were left unfilled, the set-up at CBS would correspond closely to that at NBC, where John Royal is vice-president in charge of programs with a number of division heads working under him but reporting directly to him rather than through a supervising director.

Northwestern Ohio... the Ideal Test Market!

Representatives:
Jos. H. McGillvra
485 Madison Ave.
New York, N. Y.

John Kettlewell
919 Palmolive Bldg.
Chicago, Ill.

WSPD

The Logical Test Medium

Here are a few reasons why!

- **WSPD is on the Columbia Basic network.**
- **The ONLY Radio Station in Toledo and Northwestern Ohio.**
- **WSPD presents your message in a market of 1,000,000 people.**

In less than sixty days WSPD will be broadcasting from its new Transmitting Station, using the latest type vertical radiator.

The Toledo Broadcasting Co.
COMMODORE PERRY HOTEL — TOLEDO

WFBG

ALTOONA, PA.
1310 kilocycles
100 watts

The Ideal Outlet
for
Central Penna. Coverage

Write Roy Thompson
"Voice of the Alleghenies"

WANTED: BETTER RADIO CRITICS

Magazine Writer, Deploring Dearth of Good Reviewers, Gets a Frank Answer From One of Them

"WHY isn't radio better" wrote a contributor in the April issue of *Real America*, starting a discussion on the functions and abilities of "radio critics" which inspired Charles J. Gilchrist, radio editor of the Chicago *Daily News*, to explain what the newspaper radio editor is up against and why newspaper criticism isn't all it might be.

The magazine contributor, stating that stations "have permitted the sponsors to take over radio, leaving the stations in the position of simply renting out time on the air", adds that often ulterior motives may lie behind sponsors' talent selections. As an example, he says that "the sponsor may want to give a job to the little blonde he met at that party last night, or his wife may have relatives or friends she believes should be exploiting hubby's product."

Another point is that many sustaining programs, in his opinion, are merely "fillers" between commercials. Satisfied that government control would not solve the problem, he writes that fan mail doesn't help the sponsor decide whether or not his program is good.

The solution, then, is better criticism from radio reviewers, says the article, pointing out that "radio, with the greatest potential audience of all media of education or amusement, has the fewest able critics." Magazines print few reviews, weekly publications unanimously ignore radio, and most newspapers print only skeleton program listings, the article continues.

The answer, from the newspaper reviewers viewpoint, is presented by Mr. Gilchrist, in this fashion: "Radio is a commercial feature and is tied in with advertising strongly. For that reason and because of certain definite editorial policies many newspapers put so many rules on the radio editor's shoulders he can hardly move. He is not permitted to criticize this program because the sponsor spends so many thousands of dollars a year with his advertisement.

"And he can't bawl out this act because it is on the radio station which his newspaper wants to promote. He can't praise another show because it's on a station competitive to the interests of his employer. There's your main reason for weak radio criticism."

But that doesn't cover the range of the reviewer's dilemma, says Mr. Gilchrist. "A real radio critic would have to be an expert in symphony, opera and popular music. He would have to be abreast of current events and fit to criticize the president's broadcasts. He would have to know about books, painting, society, comedy, and so on forever."

Again, "no one could possibly listen to all the programs on all the stations." Which prompts Mr. Gilchrist to reiterate that he agrees "that we do need more and more definite radio criticism."

Summing up, he concludes: "Frankly, I think the time will come when the radio editors are more carefully chosen, much better paid and set up as important critical members of the editorial staff. But that time will not arrive until after the general antipathy on the part of newspapers to a medium which takes from them much advertising revenue is eliminated."

Incidentally, he wants it known that as far as he knows, his paper "is the *only* paper which permits its radio editor an absolutely free hand." He claims that he has "no sacred cows to protect" and is "blessed with an advertising department director who urges me to honest criticism and never holds advertising over my head as a weapon to make me please clients. This is an unusual situation and is the key to the success of this radio page."

GENERAL BREWING CORP., San Francisco (Lucky Lager) starting June 3, for a period of three months, will use three daily time signals announcements on KGMB, Honolulu, and spot announcements on eight California stations. Other media also will be used. McCann - Erickson Inc., San Francisco, is the agency.

Convention Calendar

July 6-10: *National Association of Broadcasters*, 13th annual convention, Broadmoor Hotel, Colorado Springs, Col.

June 9-12: *Advertising Federation of America*, annual convention, Palmer House, Chicago. Commercial section of NAB meets in conjunction with AFA session and will have before it agency recognition bureau and creation of a cooperative bureau of standard coverage and listener data.

June 23-27: *Pacific Advertising Clubs Association*, annual convention, San Diego, Cal.

June 11-12: *Radio Manufacturers Association*, annual meeting, Stevens Hotel, Chicago.

July 1-3: *Institute of Radio Engineers*, annual meeting, Statler Hotel, Detroit. Engineering Committee of NAB will meet during sessions.

Sept. 18-20: *National Industrial Advertising Association* meets at Wm. Penn Hotel, Pittsburgh.

PEOPLES GAS, LIGHT AND COKE Co., Chicago, is using radio to promote the sale of water heaters, sponsoring *The Bathtub Revue* daily except Sunday on WBBM, Chicago.

100,000 NEW LISTENERS at No Extra Cost

AGAIN **KMBC** gives plus value to its advertisers. By doubling its power to **5,000 watts** KMBC now reaches 100,000 new listeners at no extra cost.

◆

The only high powered vertical radiator transmitter in the Kansas City area. **KMBC** embodies the newest wide range high fidelity developments of the Bell laboratories.

◆

Recently the Columbia Broadcasting Company increased **KMBC**'s rates for network facilities 50% but as yet **KMBC** has made no increase in rates to spot advertisers.

◆

KMBC--Kansas City, Mo.
Where Showmanship Excels
Free and Sleininger, Inc., National Representatives.

First IN THE HEART OF AMERICA KMBC

NOW 5,000 WATTS

3 more KMBC Shows Go Nation Wide

AGAIN **KMBC proves** it's superior showmanship.

◆

"Red Horse Ranch," a fifteen minute transcription story with music, featuring western and cowboy life, has been bought by Socony Vacuum Oil Co. (Lubrite and White Eagle Divisions). Over 30 stations are broadcasting the program 3 to 5 times weekly.

◆

Ted Malone's "Between the Bookends." Radio's most intimate feature and **"Happy Hollow"** a cross section of home town America, now are broadcast daily on a coast to coast Columbia net work.

◆

KMBC--Kansas City, Mo.
Where Showmanship Excels
Free and Sleininger, Inc., National Representatives.

First IN THE HEART OF AMERICA KMBC

NOW 5,000 WATTS

WOKO

◆

BASIC COLUMBIA OUTLET

◆

COVERS

Albany
Troy
Schenectady

◆

Approximately ½ Million Coverage

A WORD ABOUT THE SOBY YARDSTICK

The interpretation of the relation between mail response and listening audience, as established in 1932 by Benjamin Soby and Associates, is now generally accepted by the broadcasting industry.

Other equally important contributions to radio research are incorporated in the Soby Yardstick which make it the most practical known method of solving the station or program rating problem.

BENJAMIN SOBY AND ASSOCIATES

1023 Wallace Avenue
Wilkinsburg, Pittsburgh, Pa.

National Contests Urged To Find Best Amateurs

AMATEURS would be required to "make good' in a small way and progress step-by-step into big-time network programs featuring novice talent under a plan proposed by Hal Kemp, orchestra director, under contract with Harold S. Ritchie & Co., New York (Eno salts) for its *Penthouse Party* program on an NBC-WJZ network.

As it is now, Kemp says, aspiring young men and women who appear on amateur programs seldom are able to hold an important place in radio. Besides, those who really have talent are handicapped, he adds, by being heard on the same program with inferior performers.

Therefore Kemp proposes a series of graduated amateur programs in which the performer would make his debut on a small station and work up by stages to a national competition on a network. Thus competitors in the "grand national" would have proved their ability and would have acquired some broadcasting experience.

Instead of hitch-hiking his way to New York, the amateur would appear on an amateur program in his home section. Failing, he would go back to typewriter or plow. Winning, he would have a chance to perform on a larger station, the largest in his state, possibly. Surviving this, he would advance to semi-finals in his part of the United States. Winning there, he would be invited to appear on a network amateur program.

Program Policies of the NBC Endorsed by Advisory Council

Mr. Aylesworth Outlines Stand on Medical, Child And Educational Broadcasts of the Network

Mr. Aylesworth

PROGRAM policies of NBC, as interpreted and carried out by the company, were unanimously endorsed May 27 at the annual meeting of the Advisory Council of the NBC, composed of leading representatives of religion, agriculture, labor, education and public affairs. M. H. Aylesworth, NBC president, gave a report of his stewardship covering the entire nine years of the NBC's history, and after the meeting Owen D. Young, chairman, announced that the report had been completely approved.

The Advisory Council, in addition to Mr. Young, consists of Newton D. Baker, Paul D. Cravath, Dr. Henry Sloane Coffin, Dr. Walter Damrosch, John W. Davis, Dr. Francis D. Farrell, William Green, General James G. Harbord, Dr. Robert M. Hutchins, Judge Morgan J. O'Brien, Dr. Henry S. Pritchett, Henry M. Robinson, Elihu Root, Felix M. Warburg and Miss Ada Comstock. All were present with the exception of Mr. Cravath, Dr. Farrell, Dr. Hutchins and Mr. Root.

In addition to reporting on company policies in general, Mr. Aylesworth placed before the Council ten policy decisions made during the year on matters concerning religion, agriculture, labor, education, and public affairs, and these illustrations of policy judgment also were unanimously approved.

Program Policies

HIGHSPOTS of Mr. Aylesworth's report follow:

"We organized several months ago, a Program Policy Committee consisting of five officers of the company with the president as chairman. This committee meets each week and provides an opportunity for us to deal with program policy, particularly policies affecting what we are pleased to call "the public domain." This committee has already proved helpful in the application and development of our policies, while retaining flexibility in dealing with current problems. * * *

"The character of children's programs is still a field of discussion. The problem apparently is to provide programs that are not only attractive to the children, but to their parents as well. Unfortunately, children aren't always interested in the programs in which their parents think they should be interested. There is such criticism, but little in the way of practical, constructive suggestions. Here again we have found that the NBC must blaze the trail.

"We have obtained constructive reactions about the likes and preferences of children of varying ages. Most boys prefer adventures, comedies and mysteries with romance and tragedy lagging a bit. Most girls prefer romance, but quickly succumb to comedy, adventure and tragedy too, if they can hear it on the air. Most of our children's programs have been designed simply to entertain.

"We are becoming more successful in children's educational programs, enlisting the most competent advice and program aid. The improvement in this field is quite evident.

"While the children's program department of the NBC has pointed the way to good taste in children's programs, we must admit that sponsored children's programs hold the greatest juvenile attention and that the best the NBC has had to offer in this field have been quickly appropriated by sponsors who desire to hold the interest of children not only in the entertainment program but in the products sold by the sponsor to a friendly juvenile audience.

Medical Accounts

"ANOTHER field in which we have been making progress during the past year is in the gradual elimination of advertising of certain products, discussions of which may offend because of the personal nature of broadcasting and wide range and group listening of its audience.

"In November, 1933 we decided not to accept additional advertising accounts for laxatives, deodorants, and similar products, and not to renew existing contracts for such products when those contracts expired. We also began to cooperate with our advertisers to improve such commercial announcements. NBC has always insisted that these announcements be truthful, but at the beginning of the year, we went further and insisted that announcements be made more direct and brief and that they be kept strictly within the limits of good taste. In January, 1934, NBC prepared and issued a statement of program policies along these lines. Shortly thereafter, the National Broadcasting Company created a national department to review and supervise commercial announcements. This department has worked quietly and efficiently with advertisers and with most encouraging results.

"Within the last month, CBS also issued a statement of program policies along similar lines. These policies of Columbia follow

We're 'IN THE MIDDLE'

. . . and like it!

WHAS has the distinct advantage of being able to deliver both northern and southern markets . . . It is the farthest south of all Columbia Broadcasting Basic Outlets, yet it is strategically located in the very heart of the rich Ohio Valley, near the center of population, where its 50,000 watt signal spreads into profitable territories on every side.

. . . And it is because WHAS has proved its ability to reach and sell a large, cosmopolitan audience that its schedule is well filled, winter and summer, with the cream of radio programs.

WHAS

50,000 WATTS . 820 KILOCYCLES

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
NEW YORK CHICAGO DETROIT SAN FRANCISCO

RADIO'S BIG BUY

The Central Station—WHO—Des Moines
ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST
CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

those principles established by NBC. We welcome this move on the part of our competitor. Each company in its own way is thus taking steps to eliminate one of the sources of complaint against radio programs and to provide a service that will be more satisfactory both to listeners and to advertisers.

Broadcasting of News

"AN IMPORTANT development during the past year was the creation of the Press Radio Bureau. This was organized in March, 1934, through the cooperation of the two national broadcasting companies with the three news-gathering organizations and the American Newspaper Publisher's Association. This bureau furnished the broadcasting companies and radio stations with news bulletins twice a day, in addition to special reports of important events, and during the past year as a result of this arrangement we have been broadcasting the news each day over both our networks.

"The importance of the Press Radio Bureau arrangement is not only that we are able to broadcast the news over our stations, but also that the agreement clears up a difficult situation we have had with the press. For eight years almost every meeting of newspaper publishers witnessed a battle against the new medium of radio. Many newspapers took the position that sponsored or commercial programs were in direct competition with their own advertising. Moves were made to eliminate all radio news and radio programs from newspapers. Gradually more and more newspapers purchased radio stations and became affiliated with our company, until today we have some thirty-five newspaper owned or managed stations on the NBC networks. Mutual understanding gradually replaced fear and opposition. The arrangement which was begun last March has worked out very satisfactorily and the relations of radio with the press today are most friendly.

Broadened Service

"IN LIGHT of this year's experience, the Press Radio Bureau has been continued. The press associations and the ANPA now recognize that the radio public is entitled to a liberal news-service presented through the broadcasting companies and radio stations. It is now furnishing that service to the stations. Thus, we have a full guarantee of international, national and local news to the radio audience without, we think, in any way invading the legitimate field of the newspapers or press associations. * * *

"If we are permitted to rely on the American people to control our destiny, I have no fear of the future public service that radio may render in the United States. While it is true that we are policed by a Federal Commission, the record of the National Broadcasting Company conclusively proves the freedom of the air in religion, public affairs and education. I, for one believe there is as much freedom of expression in radio as in the press or any other medium of public expression. Those who guide the destinies of the National Broadcasting Company, the world's greatest broadcasting system, act independently and without fear of political or religious pressure or control.

"Every controversial question of great importance has been argued over the radio with equal opportunity to all. American radio broadcasting is not Republican, Democratic or Socialist; Protestant, Catholic or Jew. The NBC has no editorial policy or opinion except to grant within the limitation of time available the right of the representative of every important issue to be heard in the homes of the American people. True, the short term licenses issued by the Federal Government to radio stations should be given longer life in the interest of public confidence.

"But regardless of the short official tenure of radio franchise, there need be no fear or timidity on the part of those who guide the policies and the operation of broadcasting companies and radio stations in the United States if we continue to act intelligently and fearlessly in rendering the greatest public service to the greatest number of people. After all, the American people control the government and they control the radio. The service of radio broadcasting is an essential service to American home life and our people will never permit it to be coerced, manipulated or destroyed."

Borden in Southwest

BORDEN Co., New York (dairy products) is staging a 13-month campaign on "Recipes of the Week" in the Southwest, with spot announcements on SBS stations thrice weekly supplementing the drive. Tracy - Locke - Davison Inc., Dallas, has the account.

KWKH and KWEA Sold

TIMES Publishing Co. Ltd., of Shreveport, La., became the owner of KWKH and KWEA, both in that city, when the FCC on May 28 granted the applications for voluntary assignment of control of the International Broadcasting Corp., from Sam D. Hunter, oil magnate, to the newspaper publishing company. KWKH is listed as being assigned to 850 kc. with 10,000 watts, but with special authorization to operate on 1100 kc. unlimited time. KWEA is on 1210 kc., with 100 watts unlimited time.

WWNC

Operated By The Citizen Broadcasting Company, Inc.

ASHEVILLE, N. C.

Summer BUSINESS IS *Peak* BUSINESS

—in resort Carolina! June, July and August banner months. Population doubles. Visitors with money to spend! Extend your sales invitation NOW over WWNC — sole Radio coverage!

Full Time NBC Affiliate
1,000 Watts 570 Kilocycles

Radio Is Discussed At Chicago Session

Marketing Group Hears Survey Of Listening Audience Habits

THE first radio session of the Chicago Marketing Society, held May 20 at the LaSalle Hotel, found 56 men and women representing more than 30 of Chicago's leading agencies, broadcasters, advertisers, publications and research organizations represented.

A two-day analysis of the Chicago audience, recently completed, was reviewed by W. B. Ricketts, of Edwin G. Booz & Fry Surveys Co., followed by discussion in which many of those present participated.

Those Attending

ADVERTISING agency executives present at the meeting included L. E. Scriven, M. Lewis Goodkind, Coralie Schaefer, George Isaac, Lord and Thomas, who presided over the session; Henry C. Campbell, N. O'Meara, J. Walter Thompson Co.; C. C. Chappelle, Blackett-Sample-Hummert Inc.; M. J. Evans, Evans Associates; J. J. Martin, M. A. Pumpian, Henri, Hurst and McDonald Inc.; C. M. Oehler, Lord and Thomas; Madge Child, Hays MacFarland and Co.; J. H. North, F. G. Ibbett, Aubrey, Moore and Wallace Inc.; Walter S. Holden, Hays MacFarland and Co.; Jacqueline Gray, Benton & Bowles; Paul Holman Faust, Lyman Weld, Mitchell-Faust Advertising Co.; H. E. Smith, B. P. Williams, McCann-Erickson Inc.; R. B. Williams, Reincke-Ellis-Younggreen & Finn.

Broadcasting representatives were E. K. Hartenbower, NBC; M. A. Meyer, CBS; Norman R. Goldman, WLS; R. D. Innis, MBS; M. B. Wolens, WCFL.

Present also were research officials E. L. McAllister, Ross-Federal Service; Donald W. White, General Marketing Counselors Inc.; C. E. Hooper, Clark-Hooper Inc.; E. G. Harn, Business Research Corp.; L. Wilkinson, M. K. Nolson, Market Research Corp.; W. M. Sheppard, J. L. Laemmar, J. F. Fry, Edwin Boos & Fry Surveys Co.

What's the latest in better program building?

THOROUGH COVERAGE OF MICHIGAN'S RICHEST MARKETS

The Michigan Radio Network, with eight stations in the eight largest cities in Michigan, offers primary coverage of 85% of a territory of over four million people.

WXYZ	*Key station, Detroit*
WBCM	*Bay City*
WFDF	*Flint*
WJIM	*Lansing*
WIBM	*Jackson*
WELL	*Battle Creek*
WKZO	*Kalamazoo*
WOOD-WASH	*Grand Rapids*

A COMPLETE MERCHANDISING SERVICE

To all who buy the Michigan Radio Network—a COMPLETE Merchandising Service - without additional cost: Gets distributors, checks credits, actually takes orders for merchandise, handles demonstrations, places displays. This SERVICE plus blanket coverage by eight stations constitutes THOROUGH coverage — insures RESULTS!

RATES:
$200.00 per quarter hour, evening
$125.00 per quarter hour, daytime
Michigan's greatest radio buy!

KUNSKY-TRENDLE
BROADCASTING CORPORATION
(Owners and Operators of Station WXYZ)
DETROIT, MICHIGAN
WM. G. RAMBEAU CO., *Exclusive Representatives*

EASTERN OFFICE: 507 Chanin Building, 122 E. 42nd St., Earl Bachman, Manager
HOME OFFICES: TRIBUNE TOWER, CHICAGO, ILLINOIS
WESTERN OFFICE: Russ Building, San Francisco, Cal. Douglas A. Nowell, Manager.

The Hotel
Ambassador
NEW YORK
Offers to visitors...A truly fine hotel...A distinguished address...A convenient location. Large luxurious single rooms from $5.00...double rooms from $7.00...suites $10.

FCC Explains Medical Policy

(*Continued from page 8*)

ness and cease its mail distribution. Subsequently the Marmola Company reorganized, becoming the Raladam Company. While distribution through the mails was eliminated distribution through drug stores was substituted.

While the Commission under the law has no authority to censor programs it is charged with the duty to see that stations are operated for the public welfare and the courts have held that the Commission can take cognizance of broadcasts inimical to the public health.

On the heels of the FCC Marmola citations came an announcement on May 28 from the Trade Commission that it had issued a complaint at the Raladam Co., charging it with unfair competition in making "false and misleading representations" in aid of the sale of Marmola. The Trade Commission recited the past history in this case.

Nature of Ingredients

AMONG ingredients of Marmola, said the Trade Commission, is desiccated thyroid, made, it is said, from the thyroid glands of the sheep, the cow, the pig and the goat. The complaint says it is a dangerous and powerful drug, its function being to burn up tissue, and that Marmola contains so much of it that when taken as directed it is liable to produce "radical and harmful" physical changes.

"Such harmful changes may safely be guarded against only by the previous and continuing investigation, observation and advice of a competent physician," says the complaint. "There are several classes or types of obesity. In only a small percentage of obesity cases is desicated thyroid a safe and efficacious remedy and then only when administered by a competent physician."

Alleged Untruths

THE COMPLAINT alleges that the following representations by Raladam are untrue: That reputable physicians endorse the use of ingredients contained in Marmola; that its use constitutes the same treatment as all modern doctors employ; that the virtues of Marmola ingredients are known by and prescribed by physicians the world over; and that Marmola constitutes a scientific remedy, safe, harmless and efficacious, that can be taken safely without medical advice and direction.

June 28 has been designated by the Commission for the Raladam Co., to show cause why an order to cease and desist from the practices alleged should not be issued.

"Take back that ticket and route me to the N. A. B. Convention via Chesapeake and Ohio Lines!"
★
The George Washington
The Sportsman
The F. F. V.
The finest fleet of air-conditioned trains in the world
CHESAPEAKE and OHIO
1785 • ONE HUNDRED AND FIFTIETH ANNIVERSARY • 1935

Code Authorities End

(*Continued from page 7*)

be eliminated from Federal control under codes or any other kind of jurisdiction.

To avoid confusion or possible damage that might result from utter disregard of code provisions, it is urgently recommended that stations adhere to the code in its present form, for the time being, in any event. There are several possible developments which seem to make such a course desirable.

First, the possibility of new legislation which will make certain of the NRA provisions constitutional, is strong. Secondly, many stations feel that the trade practice provisions of the code have helped the industry help itself by eliminating chiseling, rate-cutting and other repugnant practices. Even should all efforts to resusitate NRA fail, there is still a chance that the industry might wish to invoke trade practice provisions voluntarily by having them stipulated in an agreement negotiated by the Federal Trade Commission.

The NAB convention is little more than a month away. Code will now become one of the main topics of discussion. Stations should hold in abeyance any steps to discontinue their operations under the code until a majority of the industry has an opportunity to decide what course they would prefer to pursue for their own benefit.

Mr. Baldwin made the following statement in connection with the decision which the Supreme Court handed down:

"It is my hope that all members of the radio broadcasting industry will retain the status quo of the National Industrial Recovery Act as respects labor. Otherwise, I believe sincerely that only chaos can result."

Donald Richberg, chairman of the National Industrial Recovery Board, made public his statement asking for voluntary adherence to trade practice provisions of codes on May 27 following a conference called by President Roosevelt and attended also by Attorney General Cummings and Solicitor General Reed. His statement, which is self-explanatory, follows in full text:

On June 16, 1933, when the national industrial recovery act was approved, the President stated the simple truth that the act was a challenge to industry, to labor and to our whole people—a challenge to "sink selfish interest and present a solid front against a common peril." He stated that the law put to our whole people "the simple but vital test: Must we go on in many groping, disorganized separate units to defeat or shall we move as one great team to victory?"

In the two years which have followed we have engaged in a great cooperative movement for the rehabilitation of trade and industry, for the improvement of the condition of the workers and their standard of living, and for the elimination of sweatshopwages, child labor and unfair competitive practices.

According to the opinion of the Supreme Court, the Congress did not sufficiently define in the law the policy and standards of the wise and beneficent measures which we have undertaken, but delegated to the President "unfettered discretion" to approve all provisions in codes of fair competition which he deemed "beneficial in dealing with the vast array of commercial and industrial activities throughout the country." The court held that: "The code-making authority thus conferred is an unconstitutional delegation of legislative power."

This decision of the court makes codes of fair competition unenforceable as a matter of law; and in deference to that ruling all methods of compulsory enforcement of the codes will be immediately suspended. This will not affect the enforcement of any contractual obligations which may have arisen by agreement of the parties requiring no sanction of Federal authority.

We face now the question of maintaining the gains which have been made in the last two years and retaining the values which have been created under the National Recovery Administration. It seems clear that the question must be decided by the Administration and the Congress and the people of the United States within a very short time.

Pending the determination of this question, it would be most harmful to the general welfare if unfair competitive practices, universally recognized as such, were to be revived, and if the fair standards affecting labor were to be disregarded. Therefore, pending the determination of this question, I hope that all employers heretofore operating under approved codes and all their employes will cooperate in maintaining those standards of fair competition in commercial and labor relations which have been written into the codes with practically universal sanction, and which represent a united effort to eliminate dishonest, fraudulent trade practices and unfair competition in overworking and underpaying labor.

Members of the Code Authority for the Broadcasting Industry, in addition to Executive Officer Baldwin, are John Shepard, 3d, president Yankee Network, chairman; John Elmer, WCBM, Baltimore, vice chairman; Isaac Z. Buckwalter, WGAL, Lancaster; James Kiernan, WLWL, New York; Alfred J. McCosker, WOR, Newark; Edward N. Nockels, WCFL, Chicago; M. R. Runyon, CBS and Frank M. Russell, NBC.

Hurt in Auto Wreck

CAMPBELL ARNOUX, manager and John New, commercial manager of WTAR, Norfolk, were injured in an auto accident en route from Washington to Norfolk May 14 when they collided with a car parked without lights on the highway. Mr. Arnoux suffered a slight concussion of the brain and numerous bruises, while Mr. New was badly bruised. Both were away from their offices for about a period of two weeks.

BUTTE
where people buy what they hear advertised on
KGIR

Two Proposed Services To Transmit Programs Across Border Opposed

RECOMMENDATION that two applications to transmit programs from Texas border towns to Mexican stations be denied was made to the FCC May 22 by Commissioner Thad H. Brown, formerly of the Broadcast Division, who heard testimony at hearings held in Texas in March. Both applicants, it was indicated by the evidence, broadcast "medical" and "astrological" programs.

In the first recommendation, Commissioner Brown opposed granting of a permit to locate studios and transmit programs from the Hotel Eagle, Eagle Pass, Tex., to XEPN at Piedras Negras, Mexico, operating on 590 kc. with 50 kw. The petition was filed by Mary H. and W. C. Morris, a partnership, operating the hotel.

In the second case, Commissioner Brown opposed the petition of T. Young, under the name of Universal Advertising Agency, Laredo, Tex., in which it was proposed to transmit programs to XENT, Nuevo Laredo, Mexico, operating on 1110 and 910 kc., the latter assigned to Canada and designated for a clear channel. XENT uses 60 kw. of an authorized 150 kw.

Both refusals are based on the belief that the applicants would not serve the public interest and that section 325 of the Communications Act is designed to prevent such broadcasts.

In the Eagle Pass case, Commissioner Brown pointed out that Dr. John R. Brinkley, former licensee of KFKB, Milford, Kan., who was denied a license renewal in 1930, broadcast over XEPN and offered medical advice. He also mentioned astrological programs by "Marjah". In both instances listeners are invited to send money for charts or booklets, he pointed out.

T. Yount, applicant at Laredo, apparently is an employe of Norman Baker, the commissioner indicated in his recommendation. Baker was denied a renewal license June 5, 1931, for KTNT, Muscatine, Ia. The recommendation states that the "applicant's project looks to the presentation of programs sponsored by Norman Baker. Some of the programs presented in the past under this sponsorship have included talks about what was described over the radio as a cancer cure, cures for cross-eyes, offers to give divorce advice, coupled with an offer of a book on the subject available at 25 cents a copy."

Department Store Expands Sales By Good-will Series

Los Angeles Retailer Renews As Fine Results Are Noted

DOLLAR for dollar, radio has outpulled any other type of advertising used by Globe Department store, Los Angeles, with a branch in Inglewood, according to Joseph Landfield, advertising manager, who has just renewed the store's contract on KHJ, Los Angeles, with additional time and a new type of program.

Success of the store on the air, he says, is due not to any particular type of program but to a consistent and intelligent use of the medium.

Since the advent of the store's broadcasts, its business has increased steadily, Mr. Landfield, asserts, and the appropriation for radio has been increased from time to time.

Good-will Promotion

THE NEW schedule is in the form of a commentary series of current magazine articles and is staged five nights weekly at 10:10 p. m. following news flashes. At first the sponsor had used occasional spots but starting last September a series of five-minute programs three nights a week was inaugurated. It consisted of a "fooler drama" series of blackouts with tense dialogue and comedy conclusion.

The Globe stores have not used radio for price or item advertising, although the Los Angeles area is quite price-conscious. The broadcasts have been of the good-will, institutional type. This will be continued in the new series and extend through the vacation period under the title of *The Voice of the Globe*.

The Globe store is a credit establishment but does no mail order or telephone business. Though customers must come to the store, only 55% of the business is from the immediate locality. The other 45% comes from outlying areas and even from distant points. Dake-Johanet Adv. Agency, Los Angeles, handles the account.

Leese Estate Trustees Ask Dismissal of Suit By Hearst to Get WMAL

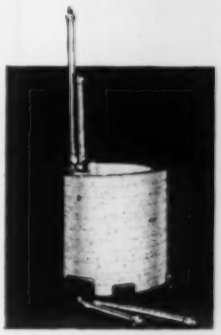
A MOTION to dismiss the suit filed by Hearst Radio Inc., for specific performance of contract in connection with negotiations for the purchase of WMAL, Washington, was filed in Supreme Court of the District of Columbia May 20 by the law firm of Hamilton and Hamilton, as counsel for the trustees of the estate of the late Martin A. Leese. The motion contended, among other things that the grounds on which Hearst Radio sought specific performance of contract were too indefinite and too vague.

The Hearst suit was filed April 29 and argued that the heirs of Mr. Leese signed an agreement whereby the station would be sold for $285,000 plus certain other considerations which over three years amounted to $106,000 additional. In addition to Hearst, the Washington *Post* and Washington *Star* have been bidding for the station.

The court is expected to hear oral arguments on the motion to dismiss. Should the suit be held proper, then the Leese estate will have time in which to answer the original petition. Several months, perhaps a year, may elapse before final adjudication, if the court holds that the Hearst suit is qualified.

NATIONAL Housing Exposition, which opened May 18 in Los Angeles, used Los Angeles stations for 10 days for spots announcing a fan contest.

PORCELAIN WATER COILS



Modernize your transmitter with these new Lapp Porcelain Water Coils. Permanent, secure, non-sludging, they eliminate one of the most troublesome pieces of equipment in the modern transmitter.

Write for your copy of the Lapp Radio Catalog describing insulators for every Broadcasting requirement.

Lapp Insulator Co., Inc.
Le Roy, New York, U. S. A.

PERFECT DEFINITION
achieved with NEW SR-80

Listen to a band over the air. Are the instruments clearly defined . . . or do you get just a general effect? You'll hear a superior reproduction with the new SR-80. It achieves PERFECT DEFINITION . . . brings out each instrument clearly, naturally. (Voices, too, are life-like, not mechanical.) A TEST will prove all. Therefore we invite you to conduct a TWO WEEKS FREE TRIAL of the new SR-80. No deposit, no obligation, no strings attached. Simply write your request for the free trial on your business letterhead.

AMPERITE Corporation 561 BROADWAY NEW YORK

AMPERITE Velocity MICROPHONE

WRITE FOR BULLETIN B-6

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active
thriving
prospering
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CKLW alone

covers the entire Detroit area completely

CKLW, member Columbia Basic Network. 5,000 watts.
Windsor offices: Guaranty Trust Building
Detroit offices: Union Guardian Building

Representatives:
J. H. McGILLVRA
485 Madison Ave., New York
JOHN KETTLEWELL
Palmolive Building, Chicago

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
(Broadcast Division)
MAY 14 TO MAY 28, INCLUSIVE

Decisions . . .

MAY 14

WPAX, Thomasville, Ga.—Granted CP change equip., increase to 250 w. D.

WJAX, Jacksonville, Fla.—Granted CP new equip., increase to 5 kw. D.

WMAQ, Addison, Ill.—Granted modif. CP extend completion, approval antenna, correct location.

WORK, York, Pa.—Granted modif. license 1320 kc 1 kw N directional, unltd.

WMFJ, Daytona Beach, Fla.—Granted license for CP 1420 kc 100 w unltd.

KXYZ, Houston, Tex.—Granted license for CP change equip., increase from 500 w to 1 kw 1440 kc unltd.

WMFD, Wilmington, N. C.—Granted license for CP new station 1370 kc 100 w D.

KHSL, Chico, Cal.—Granted license for CP new station 950 kc 250 w D.

KRNT, Des Moines—Granted license for CP change equip.

KPLC, Lake Charles, La.—Granted license for CP 1500 kc 100 w unltd.

WPRO, Providence, R. I.—Granted modif. license exp. auth. new equip., move locally, change from 1210 to 630 kc 250 w unltd.

WSAN, Allentown, Pa.—Granted modif. license from 250 to 500 w, set for hearing applic. to operate with additional 500 w.

WCBA, Allentown, Pa.—Same.

WMC, Memphis—Granted modif. license increase to 1 kw N 2½ kw D directional, change equip.

WKBB, E. Dubuque, Ill.—Granted license for CP new equip., increase to 250 w D, hours to unltd. 1500 kc 100 w.

WSVA, Harrisonburg, Va.—Granted consent vol. assign. license to Shenandoah Valley Brdcstg. Corp.

SPECIAL AUTHORIZATIONS—WHIS, Bluefield, W. Va., granted temp. auth. program tests pending action on applic. modif. CP, 30 days; KGGF, Coffeyville, Kan., granted temp. auth. operate spec. hours.

SET FOR HEARING—NEW, National Television Corp., New York, applic. CP television 2000-2100 kc 500 w unltd.; NEW, George E. Heiges, Sharon, Pa., applic. CP 1370 kc 100 w N 250 w D unltd.; NEW, Educational Radio Inc., Spartanburg, S. C., applic. CP 1420 kc 100 w unltd., asks call WWC; NEW, St. Petersburg Chamber of Commerce, St. Petersburg, Fla., applic CP 1310 kc 100 w unltd.; KRSC, Seattle, applic. CP 250 w N & D, unltd. hours, change equip.; KGBZ, York, Neb., applic. modif. license from S-KMA to unltd., asks facilities of KMA; WBAA, W. Lafayette, Ind., applic. modif. license to daily; KMED, Medford, Ore., applic. modif. license to 1410 kc 250 w, change hours to spec. 6 a. m.-9 p. m.; NEW, Roy L. Albertson, Buffalo, N. Y., applic. CP 1370 kc 100 w N 250 w D S-WSVS; NEW, E. L. Clifford, Pottsville, Pa., applic. CP 580 kc 250 w D; NEW, Pittsburg Brdcstg. Co., Pittsburg, Kan., applic. CP 1310 kc 100 w unltd.; NEW, Clark Standiford, Marysville, Cal., applic. CP 1210 kc 100 w unltd.; KTAT, Fort Worth, Tex., exp. auth. 570 kc 1 kw unltd., directional; WWAE, Hammond, Ind., WSBC, Chicago, KWKC, Kansas City, WOS, Jefferson City, Mo., applic. renewal license; WWL, New Orleans, WFAA, Dallas, WBAP, Fort Worth, WCCO, Minneapolis, WOV, New York, WPG, Atlantic City, applic. for renewal set for hearing 6-27-35; KGKO, Wichita Falls, Tex., applic. exp. auth. 1240 kc 1 kw.

ACTION ON EXAMINERS' REPORT—WNRA, Muscle Shoals City, Ala., granted modif. license from D to unltd. 1420 kc 100 w, sustaining Examiner Dalberg.

APPLICATIONS RETIRED—KGIX, Las Vegas, Nev., CP move locally, change equip., heretofore granted, and call letters KGIX deleted; WAMC, Anniston, Ala., applic. rebuild station, heretofore granted, and call letters WAMC deleted.

MISCELLANEOUS—NEW, Arthur Westlund & Jules Cohn, Santa Rosa, Cal., granted request oral argument 9-12-35; WAAT, Jersey City, granted request oral argument 9-12-35; WINS, New York, granted 2 more weeks to file appearance; WESG, Elmira, N. Y., granted 30 days extension to continue on 850 kc.; WMCA, New York, granted postponement of taking of depositions in re hearing on license renewal, hearing set for 6-6-35; NEW, Ward Walker, Seattle, granted petition accept statement of facts, hearing continued until action on applic. KOMO change from 920 to 760 kc; KXA, Seattle, denied motion filed by NBC to default and dismiss applic. Ward Walker; KWTO, Springfield, Mo., suspended grant and set for hearing applic. increase from 1 to 5 kw D because of protest of Springfield Newspapers Inc.; KARK, Little Rock, Ark., denied reconsideration action setting for hearing applic. increase to 500 w N 1 kw D; NEW, Guilford Brdcstg. Co., Abilene, Tex., granted request hearing with applic. Reporter Pub. Co., for station at Abilene and applic. Big Spring Herald Inc., for new station at Big Spring and applic. North Texas Pub. Co., for new station at Paris; WTAX, Springfield, Ill., suspended grant and set for hearing applic. full time 1210 kc; WIL, St. Louis, denied auth. make tests preparatory to request for change freq. and increase power; NEW, Leroy Haley, Durango, Col., granted reconsid. auth. new station 1370 kc 100 w unltd.; KWIL, Williston, N. D., granted request take evidence; WKAQ, San Juan, P. R., granted renewal; KBTM, Paragould, Ark., directed to remain silent pending action on applic. license; WLWL, New York, denied reconsideration applic. change from 1100 to 810 kc unltd., instead of spec., also asks modif. licenses of WNYC, WOV, WCCO, WFAA, WBAP, WWL, WPG, to be heard 6-27-35; WROL, Knoxville, Tenn., granted applic. new equip., increase from 100 to 250 w D; WBOW, Terre Haute, reaffirmed grant change equip., increase to 250 w; Intermountain Brdcstg. Corp. & Great Western Assn. Inc., denied reconsideration reopening applic. new station to take new testimony.

APPLICATIONS DISMISSED—WBNX, New York, CP 1350 kc 250 w 2½ kw LS S-WAWZ; WBNX, modif. license 1350 kc 500 w.

RATIFICATIONS:

WEBC, Superior, Wis.—Granted extension tests (May 8).

WLW, Cincinnati—Granted 500 kw LS-midnight (May 8).

NEW, Radio Chapel of the Air, Minneapolis—Granted request take depositions in support of applic. CP (May 8).

KALE, Portland, Ore.—Granted request take depositions in support of applic. modif. license (May 9).

KGKL, San Angelo, Tex.—Granted extension time to file exceptions to Examiner's Report I-44 (May 9).

NEW, G. D. Goff, Tampa, Fla.—Granted auth. take depositions in support of applic. CP (May 4).

MAY 21

WKBB, Dubuque, Ill.—Granted consent transfer control from R. W. Hoffman to Walter E. Klauer.

WLVA, Lynchburg, Va.—Granted license for CP change equip.

KINY, Juneau, Alaska—Granted modif. CP as amended approving studio and transmitter sites Golstein Bldg., change equip., change from 610 to 1310 kc, from 250 w unltd. to 100 w N & D.

KWBG, Hutchinson, Kan. — Granted modif. CP change equip.

WDAG, Amarillo, Tex.—Granted consent vol. assign. license to Plains Radio Brdcstg. Co.

SET FOR HEARING—NEW, Century Brdcstg. Co. Inc., Richmond, Va., applic. CP 1370 kc 100 w D; NEW, Roberts MacNab Hotel Co., Jamestown, N. D., applic. CP 1420 kc 100 w unltd.; NEW, Clark Standiford, San Jose, Cal., applic. CP 1500 kc 100 w D; NEW, George B. Storer, Detroit, applic. CP 680 kc 1 kw D; NEW, Hyman Altman, Detroit, applic. CP 1370 kc 100 w D; NEW, Pat Whitaker d/b Tampa Brdcstg. Co., Tampa, Fla., applic. CP 1370 kc 100 w unltd.; NEW, D. B. Sutton, Miami, Fla., applic. CP 1210 kc 100 w unltd.; NEW, Commercial Brdcstrs. Inc., Moorehead, Minn., applic. CP 1310 kc 100 w unltd.; NEW, A. Corenson, Pasadena, Cal., applic. CP 1480 kc 100 w D (en banc 9-19-35); NEW, Dudley J. Connolly & Co., Chattanooga, applic. CP 1200 kc 100 w unltd.; KOMO, Seattle, applic. CP move trans. locally, change from 920 to 760 kc, increase from 1 to 5 kw D, install new equip., requests facilities of KXA (en banc 9-26-35); KID, Idaho Falls, applic. CP move transmitter locally, increase from 250 to 500 w N, 500 w to 1 kw D; WCAP, Asbury Park, N. J., applic. spec. auth. 1 kw 30 days; WRBL, WGAR, WIRE, WHEC, WIOD-WMBF, WSMB, WKBW, KFVS, granted temporary licenses pending hearing.

SPECIAL AUTHORIZATIONS—KLPM, Minot, N. D., granted temp. auth. operate 6-7 a. m. except Sunday for 30 days; WMT, Waterloo, Ia., granted temp. auth. operate reduced power of 1 kw LS 30 days pending removal to new site; WTAW, College Station, Tex., granted temp. auth. remain silent to 9-1-35; WFIL, Philadelphia, granted ext. exp. auth. 560 kc 1 kw N to 6-30-35; KWSC, Pullman, Wash., granted temp. auth. spec. hours; KQV, Pittsburgh, granted extension temp. auth. simul-WSMK 8 p. m. to midnight during June; WSMK, Dayton, O., same as KQV; WCAC, Storrs, Conn., granted temp. auth. remain silent to 9-1-35; WIOC, Bridgeport, Conn., granted temp. auth. operate unltd. 6-10-35 to 7-9-35 while WCAC is silent; WEW, St. Louis, granted temp. auth. remain silent to 8-15-35; WCAD, Canton, N. Y., granted temp. auth. operate spec. hours.

MISCELLANEOUS — KWTO, Springfield, Mo., CP increase from 1 to 5 kw D, set for hearing May 14, reconsidered, protest dismissed, authority heretofore granted to station sustained; WBAX, Wilkes-Barre, Pa., denied petition to rehear applic. renewal; KGFK, Moorhead, Minn., in conformity with stay order of May 16, effective date of CP move to Duluth extended as of 4-20-35 until further order of court and commission; WCBS, Springfield, Ill., action of March 5 granting applic. change from 1210 to 1420 kc, hours from S-WTAX to spec., affirmed, protests having been withdrawn and dismissed; WTAX, Springfield, Ill., affirmed action of March 10 granting unltd. time; WFAX, White Plains, N. Y., denied petition reconsider and grant applic. change equip., increase to 250 w D; NEW, Utah Brdcstg. Co., Salt Lake City, Utah, denied motion Utah Radio Educational Society to reconsider and deny motion for hearing; WDAG, Amarillo, Tex., dismissed from hearing docket and retired to files applic. change from 1410 to 1120 kc; KBTM, Paragould, Ark., granted CP if efficient antenna is installed, granted temp. auth. use present equip. at Jonesboro 30 days.

RATIFICATIONS:

KGKB, Tyler, Tex.—Granted temp. auth. operate spec. hours (action taken 5/18).

WCFL, Chicago — Granted ext. equip. tests 10 days (5/13).

WHBY, Green Bay, Wis.; WLBF, Kansas City; WMFN, Clarksdale, Miss.; WLEU, Erie, Pa.; WLVA, Lynchburg, Va.—Granted ext. program tests 30 days.

WHDF, Calumet, Mich.—Granted temp. auth. spec. hours (5/20).

MAY 28

WBZA, Boston — Granted CP change equip.

WDZ, Tuscola, Ill.—Granted CP amended to change from 1070 to 1020 kc, 100 to 250 w D, change equip., transmitter site.

KFH, Wichita — Granted CP change equip., increase to 5 kw D.

WHIS, Bluefield, W. Va.—Granted modif. CP change equip., license for 1410 kc 250 w N 500 w D S-WHBX.

WGCM, Mississippi City — Granted CP amended change to 1120 kc, change equip., increase to 500 w, unltd. except 8-9 p. m. Mon. Fri.

WDAY, Fargo, N. D.—Granted license for CP 940 kc 1 kw N 5 kw D unltd.

KFRC, San Francisco—Granted modif. CP extend completion date to preserve status quo pending renewal.

WJEJ, Hagerstown, Md. — Granted extension temp. auth. 30 days use 50 w from LS to 11 p. m. spec. days.

KWEA-KWKH, Shreveport, La.—Granted applic. transfer control to Times Pub. Co. Ltd.

KSO, Des Moines—Granted license for CP change equip., extend completion.

KRNT, Des Moines—Granted license for exp. auth. 1220 500 w N 1 kw D.

WMFH, Boston—Granted modif. CP approving trans. & studio sites, extend completion.

SPECIAL AUTHORIZATIONS—KWEA, Shreveport, La., granted extension temp. auth. remain silent to 6-28-35; WCAT, Rapid City, S. D., granted temp. auth. remain silent to 9-9-35.

APPLICATIONS DENIED — KGBX, Springfield, Mo., denied extension exp. auth. 500 w LS to midnight 1230 kc directional; KFRO, Longview, Tex., denied spec. auth. 100 w D specified hours; WCAP, Asbury Park, N. J., denied temp. auth. operate simul. WCAM specified hours; KGKB, Tyler, Tex., denied temp. auth. operate unltd. 30 days.

SET FOR HEARING—WJEJ, Hagerstown, Md., applic. CP new equip., move transmitter locally, change to 1230 kc increase to 250 w N 500 w D unltd.; NEW, Herbert Lee Blye, Uniontown, Pa., 1420 kc 100 w D; NEW, Herbert Lee Blye, Leganon, Pa., 1240 kc 250 w D asks call WBLY; NEW, W. T. Knight, Mr., Savannah, 1200 kc 100 w unltd.; NEW, Fla. West Coast Brdcstg. Co., Tampa, 1370 kc 100 w unltd., asks call WPAT; NEW, Black Hills Broadcast Co., Rapid City, S. D., 1370 kc 100 w unltd.; NEW, Gordon P. Brown, Rochester, N. Y., 630 kc 250 w D; KWEA, Shreveport, La., applic. renewal; WJTL, Atlanta, applic. renewal; KFPL, Dublin, Tex., applic. renewal.

RATIFICATIONS:

WPAY, Portsmouth, O.—Granted auth. extend program tests (5-24).

WCFL, Chicago—Granted auth. extend equip. tests (5-24).

WOR, Newark — Granted auth. extend program tests (5-18).

WMBC, Detroit — Granted auth. take depositions CP applic. (5-23).

KFYR, Bismarck, N. D.—Granted auth. take depositions on license renewal (5-18).

NEW, Hammond-Calumet Brdcstg. Corp., Hammond, Ind.—Granted auth. take depositions CP applic. (5-20).

Examiners' Reports . . .

NEW, L. M. Kennett, Indianapolis—Examiner Hill recommended (I-53) that applic. for CP 600 kc 1 kw D be granted.

NEW, Helena Brdcstg. Co., Helena, Mont.; Montana Brdcstg. Co., Boulder, Mont.; E. B. Craney, Helena—Examiner Dalberg recommended (I-54) that application of Helena Brdcstg. Co. CP 1420 kc 100 w unltd. be granted and that other applications be denied.

NEW, J. C. & E. W. Lee, Riverside, Cal. — Examiner Walker recommended (I-55) that applic. for CP 820 kc 250 w D be granted.

NEW, A. P. Herbert & Alvin Mueller Jr., Mueller Amusement Co., Seguin, Tex. —Examiner Walker recommended (I-56) that applic. for CP 1500 kc 100 w spec. hours be denied as in default.

NEW, Price Siever, O. L. Bayless, J. W. Steele Jr., Duncan, Okla.—Examiner Hyde recommended (I-58) that applic. 1500 kc 100 w unltd. be denied. ad applic

NEW, Raymond L. Hughes, Midland, Tex. — Examiner Walker recommended (I-59) that applic. 1200 kc 100 w D be denied; also that applic. E. F. Houser & Clyde Miller, Big Spring, Tex., 1210 kc 100 w unltd. be denied.

Applications . . .

MAY 14

WJZ, New York—License for exp. auth. increase from 30 to 50 kw.

NEW, Knox Brdcstg. Co. Inc., Schenectady, N. Y.—CP 1240 kc 1 kw unltd.

WBEN, Buffalo—CP change equip., increase from 1 to 5 kw.

WWJ, Detroit—Modif. CP move transmitter to Oak Park, change equip.

NEW, E. F. Sapp & S. F. Sapp d/b Waycross Brdcstg. Co., Waycross, Ga.—CP 1210 kc 100 w unltd.

NEW, E. W. Patrick, Brookfield, Mo.—CP 1310 kc 100 w unltd., amended to 1210 kc.

WTMJ, Milwaukee—Auth. antenna measurement.

NEW, Howard W. Heskett, Santa Rosa, Cal.—CP 1280 kc 250 w D.

KGCX, Wolf Point, Mont.—CP change equip., increase from 100 w 250 w D to 1 kw, change from 1310 to 610 kc, hours from spec. to unltd., move transmitter locally, amended to 1450 kc, change equip.

NEW, Pacific Acceptance Corp., San Diego, Cal.—CP 1420 kc 100 w unltd., amended to 1200 kc D only.

KECA, Los Angeles—Modif. CP as modified to extend completion.

APPLICATIONS RETURNED—WJBC, Bloomington, Ill., CP new equip., increase from 100 w to 100 w 250 w D; NEW, Palmer Brdcstg. Syndicate Inc., Lewiston, Me., CP 1210 kc 100 w unltd.

MAY 15

WJEJ, Hagerstown, Md. — CP new equip., move trans. locally, change from 1210 to 1230 kc, increase from 100 to 250 w N, 500 w D, hours from D to unltd.

KSO, Des Moines — License for CP for removal from Cedar Rapids to Des Moines, change equip.

NEW, L. E. Robideaux, Bend, Ore.—CP 100 w 1500 kc spec., amended to unltd.

KINY, Juneau, Alaska—Modif. CP 610 kc 250 w unltd, amended to 1310 kc 100 w change equip.

KBTM, Paragould, Ark.—License for CP move to Jonesboro (CP expired and new CP not granted).

APPLICATIONS RETURNED—WMFE, New Britain, Conn.—Modif. CP additional time; NEW, D. B. Sutton, Miami, Fla., CP 940 kc 500 w unltd.

MAY 16

WSYR-WSYU, Syracuse—CP new equip., change from 250 to 500 w, move transmitter locally, amended re equip., power to 1 kw, transmitter at Nedrow, N. Y., extend completion.

NEW, W. S. Thellman, New Castle, Pa.—CP 1200 kc 100 w spec.

NEW, Attala Brdcstg. Corp., Columbus, Miss.—CP 1200 kc 100 w unltd.

WEBC, Superior, Wis.—License for CP change equip., increase power.

KRNT, Des Moines — License for exp. auth. 500 w 1 kw D.

WFBM, Indianapolis — Modif. CP move transmitter to Millersville Road, change equip.

NEW, Ralph E. Smith, San Diego—CP 1200 kc 100 w unltd.

KVOR, Colorado Springs, Col.—CP move transmitter locally, change equip.

APPLICATION RETURNED — WOCI, Jamestown, N. Y., vol. assign. license to Edward J. Doyle.

MAY 17

WODO, Albany, N. Y. — CP change equip., move transmitter locally.

WMBG, Richmond, Va.—CP install new equip., change freq. from 1210 kc to 1350 kc, move transmitter, increase from 100 w to 250 w D to 500 w unltd., amended re equip.

NEW, Springfield Newspapers Inc., Springfield, O.—CP 1120 kc 250 w D.

KMBC, Kansas City — License for CP new equip., increase to 5 kw D, modif. license to measure power.

KGHL, Billings, Mont.—Extension exp. auth. 780 kc 90 days.

APPLICATIONS RETURNED — NEW, E. & S Brdcstg. Co., Atlanta, CP 1200 kc 100 w unltd.; NEW, Lakeland Brdcstg. Co., Tampa, Fla., CP 1200 kc 100 w unltd.; NEW, Wm. H. West, St. Louis, CP 1200 kc 100 w unltd., contingent on granting of applic. of WIL (applic. of WIL has been dismissed).

MAY 20

KONO, San Antonio — License for CP move transmitter & studio.

NEW, W. A. Patterson, Chattanooga, Tenn.—CP 1200 kc 100 w unltd., asks call WAPO.

WMFN, Clarksdale, Miss.—License for CP new station.

NEW, Waycross Brdcstg. Co., Waycross, Ga.—CP 1210 kc 100 w unltd., amended re equip.

WMBD, Peoria, Ill.—CP move transmitter, change equip.

WOC, Davenport, Ia.—License for CP change equip., increase D power.

NEW, Fort Dodge Brdcstg. Co., Fort Dodge, Ia.—CP 1500 kc 100 w unltd.

WCFL, Chicago — Modif. CP as modif. extend completion.

KQW, San Jose, Cal.—CP move transmitter and studio to Fresno.

NEW, Pacific Agricultural Foundation Lt., San Jose, Cal.—CP 980 kc 100 w D.

APPLICATIONS RETURNED—KFUO, Clayton, Mo., modif. license from 550 to 1010 kc, 500 w 1 kw D to 1 kw, hours from S-KSD to D, asks facilities of station not specified; NEW, King County Broadcasters, Seattle, CP 850 kc 100 w D and midnight to 6 a. m., amended to ltd.; KGRS, Amarillo, Tex., modif. license from spec. to unltd., amended to contingent granting applic. WDAG for freq. change (station assigned); WEBC, Superior, modif. CP change equip., increase from 1 kw 2½ kw D to 1 kw 5 kw D, change equip.

MAY 21

NEW, L & S Brdcstg. Co., Atlanta—CP 1200 kc 100 w unltd., amended to 1210 kc D only.

KVSO, Ardmore, Okla.—Modif. CP new station 1210 kc 100 w D, transmitter site Northwest & Chickasaw Blvds., studio same, change equip.

WTMV, E. St. Louis, Ill.—License for CP modif. new station.

KIUL, Garden City, Kan.—License for CP new station.

KFNF, Shenandoah, Ia.—Modif. license from 500 w to 1 kw N.

WTAD, Quincy, Ill.—CP change equip., move to 510 Main St., amended to omit request to move.

KIZ, Denver — Modif. CP move transmitter, extend completion, change from 1 kw 2½ kw D to 1 kw 5 kw D.

APPLICATIONS RETURNED — NEW, Preston E. Kennedy, Pitman, N. J., CP 100 w unltd.; NEW, Dr. Alvin J. Corbell, Fort Worth, Tex., CP 1200 kc 100 w unltd., amended to 1310 kc ltd. & sharing, change equip., change location trans. & studio; WCAZ, Carthage, Ill., CP new equip., increase from 100 to 250 w; NEW, LaGrande Brdcstg. Inc., LaGrande, Ore., CP 1210 kc 100 w unltd.

MAY 22

KFPL, Dublin, Tex.—Modif. CP increase from 100 w to 100 w 250 w D, move transmitter, change equip.

NEW, Oil Capital Brdcstg. Assn, James G. Ulmer, Kilgore, Tex.—CP 1210 kc 100 w unltd., seeks facilities of KWEA.

KROC, Rochester, Minn.—Modif. CP new station 1310 kc 100 w unltd., requesting extension completion to 1-19-36.

NEW, R. E. Chinn, Moorhead, Minn.—CP 1500 kc 100 w unltd., seeks facilities of KGFK if KGFK moves to Duluth.

NEW, Mason City Broadcast Co., Emmons L. Abeles, Sec., Mason City, Ia.—CP 1420 kc 100 w unltd., asks call KMCI.

NEW, W. L. Gleeson, Salinas, Cal.—CP 1210 kc 100 w unltd., amended re equip.

NEW, Mrs. C. A. S. Heaton, Las Vegas, Nev.—CP 1420 kc 100 w unltd.

NEW, Marysville-Yuba Pub. Inc., Marysville, Cal.—CP 1210 kc 100 w unltd.

NEW, W. H. Kindig, Hollywood—CP 1160 kc 1 kw unltd., amended to 1300 kc, hours from unltd. to S-KFAC.

NEW, Kelsey-Jenney Commercial College Inc., San Diego—CP 1210 kc 100 w unltd.

APPLICATIONS RETURNED — NEW, John Siegle, Pittsfield, Ill., CP 1500 kc 100 w D; NEW, Pendleton Brdcstg. Inc., Pendleton, Ore., CP 1500 kc 100 w unltd.; WHDL, Olean, N. Y., CP change equip., increase from 100 to 250 w move transmitter.

MAY 23

WAZL, Hazelton, Pa.—CP new equip., increase 100 to 250 w, amended to 1380 kc unltd.

NEW Honolulu Brdcstg. Co. ltd., Hilo, T. H.—CP 1420 kc 100 w 250 w D unltd., amended re equip., 100 w D & N.

APPLICATION RETURNED — W8XD, WBEN Inc., Buffalo, modif. license general exp. station.

KROC, Rochester, Minn.—Modif. CP as modif. approval transmitter 2d St. N.W.

KIUJ, Santa Fe—Assignment license to W. C. Irvin.

KEHE, Los Angeles—CP change equip., asks facilities KELW, move transmitter locally, change from 500 w 1 kw LS to 1 kw 5 kw LS unltd.

APPLICATIONS RETURNED—WNBF, Binghamton, N. Y., CP change equip., increase from 100 to 100 w 250 w LS; license for CP change equip. etc.

MAY 24

WLLH, Lowell, Mass.—Vol. assignment license to Merrimac Brdcstg. Co. Inc.

WMFI, New Haven — Modif. CP as modif. extend completion, change equip., transmitter & studio Taft Hotel.

WLBL, Stevens Point, Wis.—CP change equip., increase from 2½ to 5 kw.

MAY 27

NEW, Waycross Brdcstg. Co., Waycross, Ga.—CP 1210 kc 100 w unltd. amended re transmitter, 1200 kc.

NEW, L & S Brdcstg. Co., Waycross, Ga.—CP 1200 kc 100 w unltd., amended to 1210 kc.

KTAT, Fort Worth—Exp. auth. 570 kc 1 kw unltd., directional, amended to 500 w 1 kw LS.

KVI, Tacoma, Wash.—CP move transmitter King county, change equip., increase from 1 to 5 kw.

KWTN, Watertown, S. D.—CP increase from 100 w to 100 w 250 w LS amended to new equip., omit request for increase in D power.

WEAN, Providence, R. I.—Modif. license from 500 w to 1 kw D.

WEBC, Superior, Wis. — Modif. license from 1 to 5 kw LS to 5 kw D & N.

WOL, Washington — License for CP change equip.

WTRC, Elkhart, Ind.—CP change equip., increase from 50 w 100 w LS to 100 w 250 w LS, change name to Truth Pub. Co. Inc.

APPLICATIONS RETURNED — NEW, E. L. Sherman & H. L. Corley, Trinidad, Col., CP 1370 kc 100 w unltd.; NEW, Clark Standiford, San Diego, Cal., CP 1210 kc 100 w D.

KIUP are the call letters designated by the FCC for the new 100 watt station on 1370 kc. at Durango, Col., owned by LeRoy Haley.

KFH, Wichita, on May 28 was authorized by the FCC to increase its day power to 5,000 watts.

Artists Service of NBC Now on Enlarged Basis

EXPANSION and reorganization of the NBC Artists Service have been completed and are now in operation, according to George Engles, NBC vice president and managing director of the service—the largest talent management concern in the world.

Mr. Engles announced conclusion of the task from Hollywood, where he supervised the opening of a branch office for quicker and more efficient service in the motion picture field—a division in which rapidly growing activity s expected. Under Dema Harshbarger, the Hollywood office will be able to assure artists adequate service in regard to motion picture contracts, and at the same time will act as liaison between talent-buyers and the stars on the movie lots.

"After careful experimentation with realignment of personnel in specialized divisions (many of them new)." Mr. Engles explained, "we have now decided upon a course which we believe makes us better prepared to serve artists in the fields of radio, motion pictures, theater, opera, concerts, recording, private entertainment, hotels, night clubs and resorts. We are also able to offer an equally broad service to talent buyers in the advertising, theatrical and film world."

Mr. Engles said the expansion will permit varied and consecutive bookings for artists through all offices. Daniel S. Tuthill remains assistant managing director.

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Scientific Radio Service Crystals are ground to an accuracy of BETTER than .01% before they leave our laboratories in order to meet our own specifications.

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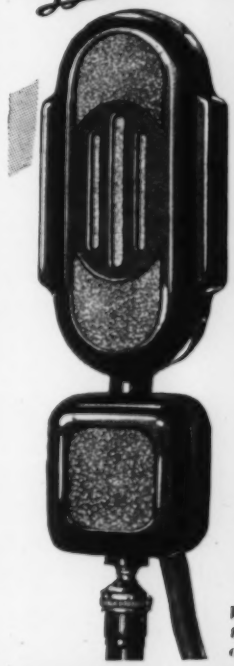

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TRUE FIDELITY EQUIPMENT IS REQUIRED FOR FIDELITY REPRODUCTION.

More and more engineers are demanding the Bruno Model RV-3 high fidelity microphone. These guaranteed microphones are constructed almost entirely of metal and are unaffected by atmospheric conditions. Here is proof of its performance under operating conditions.

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Write to the acoustics department for detailed information on these "microphones of tomorrow."

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Test Broadcast Campaign Begun by National Sugar

A TEST program over 4 stations was begun for the National Sugar Refining Company of N. J., Jack Frost Sugar, during the week of May 27. Stations used for this test are: WWJ, WTMJ, WOWO, and WCAE. In Detroit, over WWJ, the program is broadcast five days a week. In the other three cities, Milwaukee, Fort Wayne, and Pittsburgh the programs are broadcast every Tuesday and Thursday morning. All programs are 15 minutes in length. Young and Rubicam, Inc., is the agency.

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Stations Held to Lack Injunctive Relief Prior to Rendering of Decisions by FCC

IN A 3 to 2 decision, the U. S. Court of Appeals for the District of Columbia held May 27 that broadcasting stations have no right to go to court for injunctive relief in advance of FCC actions which might prejudice their operations. Justices Groner and Hitz, however, handed down a strong dissenting opinion in which many new phases of station legal rights were touched upon.

The decision came in the appeal of the FCC from the opinion of the Supreme Court of the District of Columbia which had denied the FCC petition that an appeal taken on economic grounds by WREN, Lawrence, Kan., be dismissed. WREN had sued in equity, through counsel Paul M. Segal and George S. Smith, against the FCC ruling denying its petition to intervene in the hearing on the application of WHB, Kansas City, for increased hours during the evening, contending that it was a party in interest and raising the economic and competitive issues.

Remedy at Law

THE MAJORITY of the appellate court did not touch upon the economic issues but held simply that the lower court erred in overuling the motion of the FCC to dismiss the WREN bill. It reached that conclusion on the ground that WREN had "a plain, adequate and complete remedy at law" after the FCC decision by appealing to the higher court rather than the lower one. Secondly, it held that this was its "exclusive remedy" and that the lower court was without jurisdiction. It reversed the decision and remanded the case with instructions to sustain the motion and dismiss the bill.

An opposite view on both grounds was taken by Justice Groner in a dissenting opinion concurred in by Justice Hitz. He pointed out that WREN alleged that the Kansas City area already is adequately and fully supplied with broadcasting service and that introduction of another nighttime station would vitally affect its service, revenue and resources, and thereby adversely affect public interest, convenience and necessity.

"The Commission, although stating no reasons for its action, refused to allow petitioner to intervene and, the bill alleges, threatened to proceed to a hearing on the application of WHB without allowing petitioner to be heard in opposition thereto," Justice Groner wrote.

"In the circumstances, * * * I am of opinion that this action of the Commission was arbitrary and in direct conflict with its own rules and regulations."

Justice Groner declared while he was not unmindful of the broad powers which Congress has granted to the Commission he felt that the Commission had misinterpreted its own rules and misunderstood the law with relation to the rights of WREN. Broad as is the Commission's power, he continued, "it is not unlimited; and I have no doubt that, in any proper case in which it is shown that the threatened action of the Commission is arbitrary, the courts of the District of Columbia, in the exercise of their equity jurisdiction, at the instance of the person injured, have authority to enjoin as a plain abuse of power.

"And certainly no action can be more arbitrary, more oppressive, or more unjust than that which condemns before it hears."

Justice Groner pointed to the decision of the Supreme Court in the WIBO case, in which it said the "equities of existing stations undoubtedly demand consideration." The equities of which the highest tribunal spoke, said Justice Groner, "are in the nature of property rights which, at the least, may not be taken away without notice and hearing. If it were otherwise, the millions of dollars invested in radio broadcasting stations would be wholly subject to the caprice or favor of the regulatory body. Such a grant of power would be so clearly unreasonable, so oppressive, and so partial as to make it unthinkable, without more, that the Congress ever intended to grant it."

The dissenting opinion continued:

When, therefore, WHB made its application to the Commission for night-time service, and the Commission agreed to a hearing, the primary issue involved determining whether the present service was adequate and, if it was, the probable effect of admitting competition into a field adequately served; and this involved determining the financial effect upon those now rendering public service in that field. In the determination of these questions petitioner had a vital interest and, if the Commission's rule to which I have already referred means anything, it means that such an interest may be represented at the hearing and present evidence and be heard before the determination is made.

Therefore to say, as the opinion in this case says, that petitioner has an adequate remedy by appeal to this court—after the Commission has made its final decision on the application of WHB—is, it seems to me, wholly without point. It is the equivalent of locking the stable door after the horse is gone. Section 402 (e) of the Communications Act of 1934, providing for appeals to this court, limits this court's consideration to questions of law and provides that findings of fact by the Commission, if supported by substantial evidence, shall be conclusive; and we have held time and again that the court is bound by the Commission's fact-findings.

To contend, therefore, that petitioner has an adequate remedy, when it is bound by facts found without its intervention and without an opportunity on its part to be heard, is to effectively foreclose its rights before they are known and render an appeal to this court, on a record to which it is a stranger—wholly bootless. True enough, it may be the right of the Commission to determine the "equities" which shall control, but to command approval it must act judicially, must hear and weigh the evidence and exercise its powers fairly and equitably; and this it cannot do by closing its ears to the proffer of testimony in behalf of one whose legal rights are put in jeopardy and who seasonably applies for a hearing. "Judgment ceases to be judicial if there is condemnation in advance of trial." *Exce v. Zerbst* (S. C.), decided May 20, 1935.

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Progressive station manager and production executive possessing over ten years' experience with network and independent stations seeks connection as manager, preferably with "full-time" local. Thoroughly familiar with FCC and copyright laws, sales, systematizing, production, and continuity. Excellent record and recommendations. At present employed. Box 322, BROADCASTING.

Progressive production director, continuity writer, engineer, announcer, some sales experience. Ten years in radio broadcasting. Excellent references. College graduate. Hard worker, dependable. Salary secondary to opportunity. Box 324, BROADCASTING.

Research student in radio advertising, age 24, graduate of two universities, desires connection with radio station or agency. Excellent references. Box 323, BROADCASTING.

Available at once—Licensed broadcast operators trained on latest high-fidelity equipment; remotes and control room. Write or wire W9XBY, Kansas City, Mo.

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